

UMS grad's RM4m cake business

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KOTA KINABALU: Maintaining focus on the objectives was the key to success for a Universiti Malaysia Sabah (UMS) alumni Dg Irme Hafziany Ag Yusop, 33, from Papar, who now earns up to RM4 million a year through her bakery and café "Kak Kiah Coffee House". It was actually opened by her mother, a single parent in 2008, who started from selling cakes.

"At that time, my mother sold cakes house to house in and around the Papar area. Sometimes she also sold at bazaars to get money to support the family.

"In 2013, with great patience and high spirits, I started to expand my mother's business to a much wider area by introducing 'Cake in Jar' on the internet and

sold via "cash on delivery" order.

"When the sales increased, I opened 'Kak Kiah Cake House' and 'Kak Kiah Coffee House' and currently our family members are also involved in the business," she said.

The UMS Psychology and Education Faculty's Bachelor's Degree in Education graduate was met during the Jejak Alumni programme organised by the university's Career and Alumni Centre at her business premises recently.

Dg Irme said one should not easily give up hope and lose focus even if members of the community do not have confidence in his/her ability.

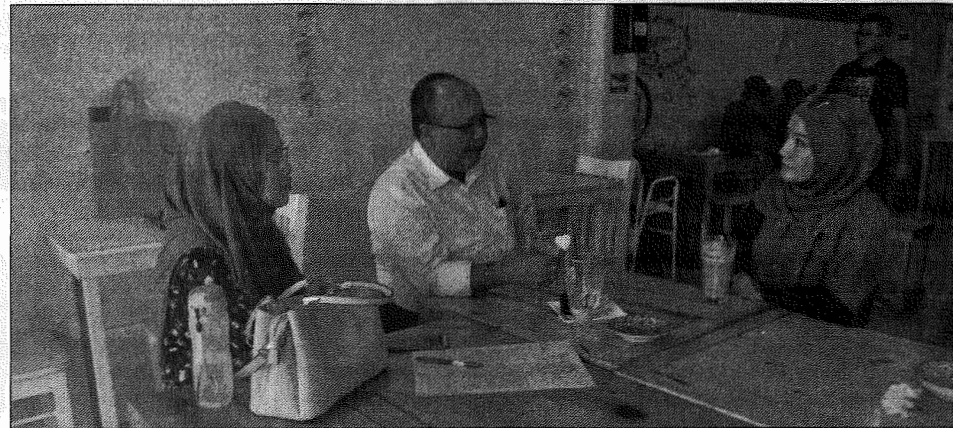
"Currently we have four Kak Kiah Coffee

House branches, a processing factory and Kak Kiah Cake House kiosk.

"Not only that, we also share our profit with 50 agents throughout Sabah who market our Kak Kiah Cake Freezer which is also available at selected premises throughout Sabah. We will also open a branch at UMS which is scheduled to begin operation this September," she said.

She said she dreamt of the Kak Kiah brand being known globally and capable of marketing its products throughout Asia in five to 10 years time.

The UMS' Jejak Alumni group was led by the centre's Deputy Director, Mohd. Raffie Hj Janau and the Alumni Unit Chief, Mardena Jiwan, was also present.



Dg Irme (right) sharing her success with Mohd Raffie (centre) and Maedena (left)