Youth contest spurs business ventures

By CHIA YAN MIN

ANY youngster thinking that starting up a business is just too hard should look at Fizzy and think again.

Fizzy is a 19-year-old go-getter making a name for himself in the competitive world of fashion – that is in addition to his real name of Muhd Hafiz Bin Tahir.

His growing success is due partly to the inspiration he drew from a competition for young entrepreneurs that is now in its fourth year.

Yescom – or the Young Entrepreneurs Skill Competition – gives youngsters a chance to get their business dream off the ground.

The event has been growing in popularity with a record 30 groups from primary and secondary schools taking part last year.

Teams first attend a seminar on entrepreneurship skills and then put what they learn into practice at the July 6 grand finale, where they will have to sell their products at the HDB Hub in Toa Payoh.

The group that makes the most profits wins the competition. SMU Venture, a youth entrepreneurship society in SMU, will judge the competition, with the winning team taking home a trophy and $1,000 cash.

Fizzy competed in Yescom three years ago, designing fashion accessories for sale.

“It sparked off my interest in design. Yescom also taught me about the importance of teamwork in entrepreneurship,” said Fizzy, who now owns a fashion design business, Melange Creation.

The event organizers – the Association of Malay Entrepreneurs (Kesuma) and Berita Harian – are being joined this year by business consultancy Billionaires Management Worldwide.

For more details, call Kesuma at 6745-3050 or e-mail admin@kesuma.org.sg. Registration is open until March 31.