



BUSINESS COACH of UNIEC

UNIVERSITY ENTREPRENEURSHIP CHALLENGE 2022



MRS. SOFIA LEONG ABDULLAH
BUSINESS CONSULTANT; COACH & TRAINER
AT BUSINESS EVOLUTION, BNI & FMBA

- **EXPERTISE IN MARKETING, PROMOTION, BRANDING, IMAGE ENHANCEMENT, BUSINESS DEVELOPMENT, FRANCHISEE EVALUATION & SELECTION, TRAINING AND PROJECT MANAGEMENT.**
- **DEALS WITH CORPORATE MEMBERS, GOVERNMENT LIAISON AND OVERSEEING THE EXECUTION OF PROJECTS AND PROGRAMMES WHICH CONTRIBUTED TO THE NATION'S FRANCHISE INDUSTRY.**
- **WRITTEN MANY ARTICLES REGARDING FRANCHISING FOR VARIOUS PUBLICATIONS**
- **FEATURED IN BRITISH PUBLISHING HOUSE ENCYCLOPEDIA OF SUCCESSFUL PEOPLE IN MALAYSIA**
- **BUSINESS COACH AND TRAINER FOR VARIOUS ENTREPRENEURSHIP PROGRAMMES**
- **CERTIFIED HRDF TRAINER**