



## **Zulkiflee Yusof - Founder, CEO He & She Coffee**

**Learn & Earn Program @ He&She Coffee, the campus lifestyle coffee chains in Malaysia.**



Zulkiflee bin Yusof, 48, an entrepreneur who obtained a Bachelor of Arts Honors Degree in Accounting from University Utara Malaysia (UUM) in 1997.

Core to the foundation of Zulkiflee Yusof's He & She Coffee was an idea to create business and society upliftment opportunities for students and aspiring entrepreneurs alike. The idea rapidly found its ally at Malaysian universities and colleges as local campuses has long been yearning for an outlet, to not only channel their entrepreneurial creativity, but also to socially nurture and uplift the growing number of disenfranchised students from underprivileged families.

As at mid of June 2021, He & She Coffee has offered more than 100 part-time job opportunities to undergraduate and postgraduate students, leveraging its network of campus outlets at ten universities across the Malaysian Peninsular, from University of Science Malaysia (USM) up North, to the International Islamic University of Malaysia's Foundation Centre (IIUM), Gambang at the East, and crossing through to its nerve center at the illustrious University of Malaya (UM). At its southernmost outlet of University Putra Malaysia (UPM), He & She Coffee embodies its honorable resolve of social upliftment. A mutual working relationship with UPM's Student Affairs Division was established by managing Program Bakti Putra Asnaf UPM, whom beneficiaries are mainly students from

the poor and hardcore poor family background given opportunity to earn and learn from He & She Coffee's undergraduate training scheme. Similar programs are undertaken at other



universities with the appropriate corresponding parties - for example, the University of Technology MARA (UiTM) where He & She Coffee collaborates with Koperasi Siswa UiTM to offer an entrepreneurial program under the Malaysian Academy of SME & Entrepreneurship. As a firm believer of the efficiency of an innovative learning process, Zulkiflee aims to revolutionize the learning methodology by having He & She Coffee offering out-of-the-box learning experience.” In the process of imparting knowledge, the running of education should not be confined to a physical classroom. The students should instead get by running a structured and systematic business within a realistic and real-time business environment. Therefore, He & She Coffee does not hire students, but engage with these students instead.”

“We speak, listen to and observe these students every day. They want new things and new ideas, and it seems that, at He & She Coffee UM at least, the lecturers are now showing keenness to hold classes over coffee, realizing the advantage in leveraging the cafe’s conducive environment and ambiance,”.

The positioning of He & She Coffee as an affordable and affable campus coffee outlet has correspondingly played a significant role in encouraging healthy discourse within the campus community. He & She Coffee UM, for example, has regularly hosted dialogues and dissertations of wide-ranging issues and topics by students and academia alike.

“We are essentially pioneering lifestyle learning in this country,”. He & She Coffee also firmly believes in technological innovation as well to move the business further. Cashless transaction is the way forward, and He & She Coffee has been making provisions to embrace its future. At UM for instance, He & She Coffee collaborates with the Student Affairs Division and Malayan Banking Berhad (MBB), the biggest financial group in Malaysia, to realize the Cashless Campus initiative. Ingrained into He & She Coffee’s DNA is the omnipresent requirement to develop and cultivate the next generation of entrepreneurs and business leaders. In view of such necessity, Zulkiflee chose to look inward towards He & She Coffee’s employees, as his primary focus to develop and inspire talent is by incubating success. “First on any company’s developmental sheet should be the employees as participants, since they’re the closest stakeholder and key component to any semblance of a long-term growth of the company,” he remarked.

He & She Coffee constantly proposes rigorous and updated skill enhancement schemes to its members of the staff mostly young graduates from local university, be it via industry and etiquette training, or via cross placements at various outlets. However, the icing on the cake is its operator-incubating scheme supported by Perbadanan Nasional Berhad (PNS) , where He & She Coffee offers its senior staff members operating ownership at its small-to-medium sized outlets.



Precious Moment In A Cup

Zulkiflee's latest indigenous idea is that he introduced an innovative approach to online selling by putting out its prominent product at their outlets to go online. Introducing Cake.BAE. A platform accessible through Google PlayStore or the Apple AppStore was introduced to the mass market. Anybody can now order for cakes online via Cake.BAE Mobile Application. Embedded to the application is the agent systems and dropshippers workflow, where the sales margin and commission is being auto calculated and auto distributed back to the agents eWallets in no time at all.

Dropshippers are encourage to participate and join this digital growth and transformation that He & She Sdn Bhd is embarking into. The platform is meant to be serving the people as an income generating platform for all, just by selling cakes online. Be one of the early birds to lead this digital cake business and build your empire online.

The mobile app is equipped with online 24/7 customer service or support system to help guide drohpshippers and agents whenever they come across the need for help. You can rely on He & She Cake.BAE, the way how He & She Cake.BAE rely on you.