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# A HEAD START FOR CHILDREN

## The Iron Lady helps push franchise in Bangi

**E**ARLY childhood education franchisee Datin Nor Hidayawati Jaafar is a successful entrepreneur who runs four Smart Reader Kids centres, all based in different sections of Bandar Baru Bangi.

As a budding entrepreneur and successful franchisee, the 29-year-old deserves special mention because she is known as the Iron Lady in the Smart Reader Worldwide franchise fraternity.

Nor Hidayawati is known by parents in the vicinity for her caring and compassionate attitude.

When she learned of the demand for a good preschool, she immediately scouted around for new locations where she could establish another preschool.

Her passion and dedication towards early childhood education has brought her recognition and popularity amongst parents in Bandar Baru Bangi.

She firmly believes that Early Childhood Education and Development is vital in moulding and nurturing the future generation.

Nor Hidayawati, who formerly was in the accounting and finance line, operates Smart Reader Kids centres at Seksyen 4 Tambahan, Seksyen 9, Seksyen 3 and Seksyen 4 of Bandar Baru Bangi and made the move into education, because, as she put it, "figures were so boring."

She has a degree in accountancy from University Putra



All smiles: Nor Hidayawati is a familiar face in Bangi.

Malaysia and opened her first centre in July 2005.

Commencing with only 20 students, the numbers grew quickly to more than 100 students. Her fourth centre is due to open in December. Datin Nor Hidayawati has just about conquered Bandar Baru Bangi in less than four years.

"My husband and I were in the trading and construction business before. But there are no guarantees in that line.

"Furthermore, we wanted to touch people's lives in a very unique way. We were looking for a business that would bring in a steady income.

"We heard about the Smart Reader Kids programme and the opportunities it offered. After starting the first centre, I never thought that I would, one day, open more centres.

"But, after a year, there was already a demand for another centre. And now, with three centres, I am looking forward to the

opening of my fourth centre," she said.

Her centres have been honoured every year for their outstanding performances in student enrolment. In 2006, Smart Reader Kids (Seksyen 4, Bandar Baru Bangi) received the Platinum Award during the High Performance Franchisee Awards while Nor Hidayawati was recognised as the Most Promising Franchisee for her outstanding success in the first year of operations.

In 2007, the Seksyen 4 and Seksyen 9 centres received Platinum Awards during Franchisee Awards Nite 2007. Once again, Nor Hidayawati was recognised as Franchisee of the Year. In the same year, she was a nominee in the Most Promising Franchisee category by the Malaysian Franchise Association (MFA).

This year, while being nominated for Franchisee of the Year by the MFA, she also achieved four awards conferred by Smart Reader Worldwide.

Three of the centres received the Diamond, Platinum and New Impressive awards. This enterprising businesswoman herself was recognised as the Young Entrepreneur of the Year 2008.

For more information on the Smart Reader Kids programme or franchise business opportunities, please call Smart Line at 03 - 2300 2555 or visit the website at [www.smartreader.com.my](http://www.smartreader.com.my).