

EVOLVING FOR FUTURE "EMBRACING CREDIT UNION DIFFERENTIATION IN UNDERSERVED MARKET

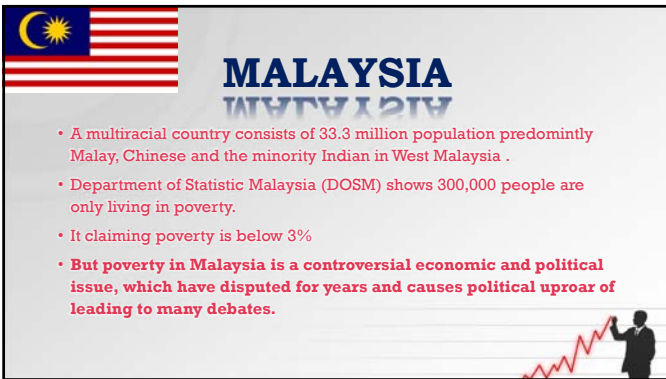
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The Workers Co-operative Credit Society Malaysia Limited



OUR ORGANIZATION 

- Name :The Workers Co-operative Credit Society Malaysia Limited
- Target Group :Low income groups and plantation Estate workers , Quarter Residents , Mining Workers
- People :Marginalized – Group of people
- Formation :1970
- Registered :2nd September 1980
- Reached :62 thousand members
- Prospect Strength :48,000 Adults + 30,000 Children



MALAYSIA

- A multiracial country consists of 33.3 million population predominantly Malay, Chinese and the minority Indian in West Malaysia .
- Department of Statistic Malaysia (DOSM) shows 300,000 people are only living in poverty.
- It claiming poverty is below 3%
- **But poverty in Malaysia is a controversial economic and political issue, which have disputed for years and causes political uproar of leading to many debates.**

WHO WOULD BE THE "UNDERSERVED MARKET" SECTOR

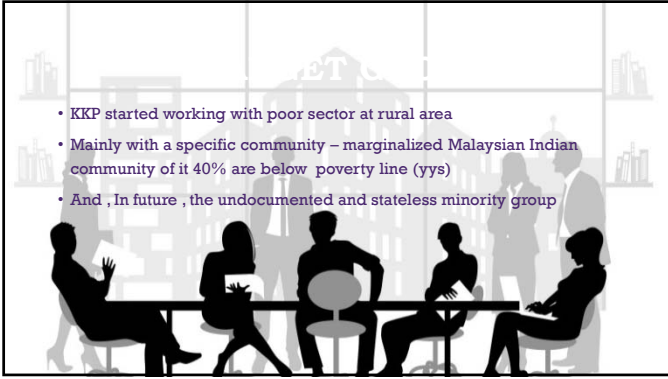
- 1) The earning of employees over the share of GDP (Gross Domestic Product) has been going down across the world, and that is roughly the trend moving downward / declined.
- 2) Generally underserved market are sizeable group of people that have been ignored as overlooked by profit oriented business enterprises .



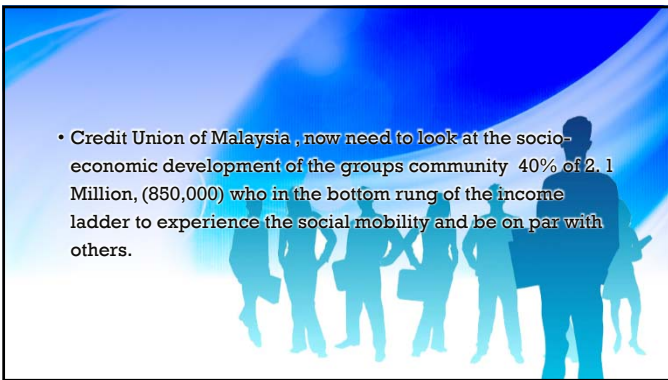
WHO WOULD BE THE "UNDERSERVED MARKET" SECTOR

- 3. If Credit Union can alleviate their issues, the sizeable deficit becomes a sizeable gain.
- 4. Underserved Markets –e.g (*it maybe true that life isn't fair*)
 - Elite Group
 - Corporate company etc
 - The "have not" poorest sector
 - Under developed communities / countries

- 5. New Underclass Community – Malaysian Indian
- 6. Demographic Data of Malaysia
 - 41% - of 25-54 years range
 - 27% - of 0 – 14 years range
 } 68%
 - Birth rate 19%
 - Death rate 5% - Population growth 1.37%



- KKP started working with poor sector at rural area
- Mainly with a specific community – marginalized Malaysian Indian community of it 40% are below poverty line (yys)
- And , In future , the undocumented and stateless minority group



- Credit Union of Malaysia ,now need to look at the socio-economic development of the groups community 40% of 2. 1 Million, (850,000) who in the bottom rung of the income ladder to experience the social mobility and be on par with others.

**GROWTH
(IT IS A MEMBERS DEVELOPMENT)**

Membership	48,000
No.of Credit Union	385
Total Saving	USD 16.6 Million
Children Members	30,000
Children Savings	USD 4.18 Million
Dividend	Average 5% For Share, 5% To Savings And 5% To Children Savings

