



*the distinctive business advisor  
Supporting and Empowering Businesses Globally*

## **Sofia Leong Abdullah**

---

### **Sofia Leong Abdullah**

An author, trainer, business strategy coach, franchise consultant.

Sofia started her career in the **franchise industry in 1997** with the master franchisee of an international brand. Sofia's expertise includes marketing and promotion, branding, image enhancement, business development, franchisee evaluation & selection, training and project management. Progressing in her career, she was designated the Franchise Brand Manager being the custodian of the brand looking into trade mark matters and brand domains.

**After 15 years in the corporate franchise** scene, Sofia joined a **trade NGO as its Chief Executive Officer**. Apart from being the spoke-person and managing the overall operation of the secretariat office, Sofia's responsibilities included dealing with corporate members, government liaison and overseeing the execution of projects and programmes which contributed to the nation's franchise industry.

Sofia has written many articles regarding franchising for various publications. With her hands-on experience in the franchising industry, Sofia wrote her **first book, published by MPH in August 2014**. The book entitled "Sofia Leong Abdullah's Guide to Franchising in Malaysia", was officially launched by YB Dato Seri Hasan Bin Malek, the former Minister of Domestic Trade, Cooperative and Consumerism on 15th October 2014.

Sofia was also featured in British Publishing House Encyclopedia of Successful People in Malaysia V.3 - 2021.

Sofia has been invited to speak and conduct training at many occasions locally and within the region. She has spoken on topics related to franchise business and entrepreneurship in front of entrepreneurs at international business conferences held in Kuala Lumpur, Bangkok, Singapore; and to students at UniRazak, UIA, UITM, IMU and University Malaysia Kelantan. Currently, Sofia is lecturing part-time at International Medical University, Malaysia (IMU) on the subject of Entrepreneurship.

Sofia is also a business coach and trainer for various entrepreneurship programmes; the most recent one was the New Entrepreneur Championship Conference 2022 which was organised by JCI Lead Tropicana. The first one was in 2021 where Sofia was also appointed as a coach. Sofia is also engaged as a Business Coach for entrepreneurs and new start-ups.

Sofia was appointed as Friends@FKP, Faculty of Entrepreneurship and Business, University Malaysia Kelantan in 2020. Sofia is also a certified HRDF Trainer. Sofia continues to serve in various trade and business communities as well as non-profit NGOs.

Sofia has assisted many companies in their franchise development phase and assisted in their franchise license application. Sofia also collaborated with many global agencies to help establish brands set-up in Malaysia.





Organizer: JCI Lead Tropicana

**NECC 5.0**  
Accelerate to Excellence

**Calling for Women Entrepreneurs!**

**New Entrepreneur Championship Conference 2022** is created with the mission to empower women entrepreneurs, allowing them to rapidly accelerate and expand their businesses.

**In 2022, we are ready to roll and accelerate!**  
Sign up for limited places now, strive for greatness in 2022.

1 Conference | 12 Workshops | 90 Days Challenge

**Our trainers and coaches:**

- Dato' James Foo, Senior Director & Business Mentor, Co-Founder of Authority Institute
- Cynthia Chiam, Manager of gYWH Academy, Head of Finance Division of Wuhoo
- Alfred Ang, Founder and CEO of GEM
- Sofia Leong, Founder, Trainer, Franchise Consultant
- Jessica Tan, Founder/Operations, President/Consultant, Internal Process Auditor
- Phoon Yee Min, CEO, 100 Women's Business Hub
- Yuki Alzawa, Founder and Ambassador of Women in Tech
- Joshua, Chief Trainer

**"GROW YOUR BUSINESS WITH NECCI!"**

**Ambassador: Alayya Cheng**  
Founder of Soundbite Hearing, WMAI 2021, Empire Group, Entrepreneur Award KJ Malaysia

**Sponsors & Partners:** Money, MCM, WOMEN IN BUSINESS, CO3, SPCA, CHC

**For more info, please contact:**  
Louise (Organising Chairperson) +60 12 207 8330 | Eugene (Program Director) +60 12 408 9666 | facebook.com/NECCMY | necc.com.my

**FRANCHISE QUEEN**

What does one need to know to be a successful franchisor or franchisee?  
**Oon Yeoh** finds out from a franchising consultant

**HRDF CERTIFICATE OF COMPLETION**  
This is to certify that  
**LEONG MOOI FUN @ SOFIA**  
IC NO. 646003-10-7866  
has successfully completed the course by passing all the assessment required for  
**TRAIN-THE-TRAINER**  
on  
26 June 2020  
Bromland Resources  
at Menara Allianz Sentral, Malaysia

Module Code	Module Name
CT1	PLAN BOND LEARNING
CT2	CONDUCT TRAINING NEEDS ANALYSIS (TNA)
CT3	DESIGN COMPETENCY BASED TRAINING PROGRAMME
CT4	CONDUCT COMPETENCY BASED TRAINING PROGRAMME
CT5	ASSESS PARTICIPANTS' COMPETENCE

Year 2007 - 2010

Regional Marketing Manager;  
International Brand Manager  
Kenny Rogers Roasters Intl. Sdn Bhd

Year 2010 - 2012

Chief Executive Officer  
Malaysia Franchise Association

Year 2012 - Current

Founder, **Business Evolution Enterprise**(Consultation Firm);  
Affiliates with VipecAsia International Management;  
Affiliates with World Franchise Associates;  
Business Coach for University Entrepreneurship Challenge 2022;  
Business Coach for New Entrepreneur Championship Conference 2021 & 2022;  
Business Strategy Coach with 10X CEO;  
Entrepreneur Coach with PersolKELLY;  
Part-Time Lecturer - International Medical University (IMU);  
Certified HRDC Trainer.