

WHAT IS GENERASI BEKARIH

A Social Enterprise that organise camp for underprivileged youth with social problem through basic life skills training and leadership development.

THE PROBLEM

In Brunei Darussalam, social issues such as unemployment, negative mindset, lack of social skills and basic life skills often occur due to the community unconsciousness and it will multiply if not managed, monitored and controlled. Due to these social issues, Brunei's unemployment rate rose to 9.3 per cent in 2017 from 6.9 per cent in 2014. The stigma and the pressure from parents by pushing their children to have good grades and having a high level of education will provide them with a good job is not feasible in today's generation. Due to this situation, even when the youth with a good academic background, it is still hard for them to get a job in Brunei.

OUR SOLUTION

Generasi Bekarih provides platforms by organizing motivational and leadership camps for underprivileged youth with social problems which focus on lifelong learning. The camps will foster the participant to become motivated and independent youth with a positive goal mindset.



BUSINESS MODEL

We also received some donors from the public to pay the camp fee for the underprivileged participant. For each camp, participants have to pay the camp registration fee to join the camp. Since we are focussing on lifelong learning, we have created a multi-tier camp in each camp has its continuation. The higher the level of the camp, the more exclusive the camp price. Due to our unique branding "Generasi Bekarih" we also managed to sell our official merchandise.

THE MARKETSIZE



GTM STRATEGY

We are strategically market our camp with different marketing objectives. We are using integrated marketing offline and online platform and we believe in results matters. Video testimony and word of mouth are the primary marketing strategy for all of our camps. School roadshow and Open Day are the alternative way of promoting the camps.

COMPETITOR

PERSATUAN KESAN

A non-profit organisation that fosters youth leadership that are funded through sponsorship for charity and social purposes

LESTARI

A life skill training camp that has been existed since 2000 and has more than 1000 alumni member .