

CURTAINS RISE FOR THE OE EDUGROUP SUCCESS STORY

By Dato' Dr. Nellie S.L. Tan-Wong, J.P., Chairman, Women's Institute of Management

Datuk Wira Dato' (Dr.) Calvin Khiu, as Founding Chairman of OE EduGroup and the MK Curtain Group, has carved an enviable reputation for the success stories of both groups. He is warmly supported by his wife. In fact, the word "MK" is the combination of the first alphabet of husband and wife's surnames! MK Curtain was named after Datuk Wira Dr. Calvin Khiu married to Datin Wira Moon.



Datuk Wira Dr. Calvin Khiu

Datin Wira Moon Sze Fui



Datuk Wira (Dr) Calvin Khio
Founder & Chairman of MK Curtain Berhad



At first, he started his curtain business, CK Textile, with liabilities in the year 2005. MK Curtain was named after they married and the couple runs the business together with their "hearts and soul". The company logo says everything, i.e. two swans facing each other, forming a heart shape. This symbolises their love relationship and life commitment to one another.

Their vision is to make MK Curtain an international brand. Today they have developed MK Curtain as Malaysia's Number 1 in the curtain industry, with more than 60 outlets throughout the nation. MK Curtain creates a quality and contemporary lifestyle for everyone by providing one-stop service, selling and customising curtains, blinds, wallpapers, cushions, carpets and other home accessories.

MK Curtain's Objectives are:

- a) To assist 100 youths with favourable conditions to set up their own business and to become shareholders of MK Curtain before the year 2025, and to make themselves young millionaires.
- b) To build MK Curtain to be an international brand with fashionable curtains, thereby making Negeri Sembilan, Malaysia well-known in the world.

The impressive Growth Chart of MK Curtain speaks for itself:

- 2005**
Started business with liabilities.
- 2006**
Established a second branch.

5 PRESTIGIOUS AWARDS AT THE STAR SOBA AWARDS 2023



GLOBAL BUSINESS ICON EDUCATIONAL LEADERSHIP ACHIEVEMENT AWARD



Datuk Wira (Dr.) Calvin Khui

Chairman

Outstanding Entrepreneurs Sdn Bhd



2007

Established six branches in Negeri Sembilan.

2008

Established a Tailoring Department with 30 professionals.

2009

Established a Technical Department with 16 professionals and moving towards a One-Stop Service Centre.

2010

Established a Project Team and undertaking large-scale projects nationwide.

2011

Started Skills Development Training for 100 employees with a budget of RM200,000 yearly.

2012

Won the "Golden Bull Award" for 3 consecutive years.

2013

Awarded with the prestigious "Ten Outstanding Young Malaysian Award" & "Golden Eagle Award Malaysia 100 Excellent Enterprise".

2016

Officially listed in The Malaysia Book of Records – "The Biggest Curtain Showroom in Malaysia" & awarded "The Star SOBA Year 2016" and "The SOBA Young Entrepreneur Of The Year". This year, Datin Wira Moon officially leads MK Curtain.

BEST IN CSR PLATINUM AWARD

MK TEXTILES HOLDINGS SDN BHD



2016 The Star Outstanding Business Award - Young Entrepreneur of the Year (SOBA)



First Drive-In Entrepreneur Seminar
 with over 10,000 participants via online and offline
 Awarded the Malaysia Book of Records Year 2020

2017

Won "Asia Halal Brand Awards – Best Curtain Supplier Award". Officially launched Intrapreneurship Program and Franchise Program.

2018

In this year, MK Curtain began to implement an asset-light model franchise program. Won the "Product Excellence Awards 2018", "Retail Excellence Awards 2018", "Manufacturing Excellence Awards 2018", "CSR Excellence Awards 2018" and "Business Service Awards 2018".

2019

Awarded "CSR Malaysia Awards – Company of The Year Award", "Most Outstanding Malaysian Brands 2019" and "Asia Legendary Brand Award 2019-2020". Successfully achieved 30 branches in Malaysia. Began to launch the Team Entrepreneurs commission scheme for Sales Team and Technical Team.

2020

Founded Pertubuhan Kebajikan Zhen Ai, an old folks' home for the lonely and needy old folks. Actively preparing for listing and bringing its team to a higher level of success. Successfully achieved RM70 million in market value in 2020. MK Curtain's first outlet in Singapore was successfully launched during the Covid-19 pandemic.

2021

MK Curtain is recognised by The Malaysia Book of Records as the "Largest Curtain Outlets Chain" with a total of 50 outlets throughout Malaysia. MK Curtain was featured in a short video to welcome the New Media Era.

2022

MK Curtain was confirmed as the first curtain store to achieve a total of 1 million fans in Malaysia.

2023

Over 100 teammates in the Tailor Department to support production and supply chain. Achieved over 50 partners joining MK Curtain's Intrapreneurship Program, which is collaborating as a working partner and shareholders of franchise partners. Successfully achieved 60 outlets nationwide. Actively transforming a new Intrapreneurship Program for future teams and partners to achieve the target of 100 outlets throughout Malaysia.

As we observe the stages of success of Datuk Wira (Dr.) Calvin Khieu is the creation of MK Curtain Group, it is obvious that he will not just rest on his laurels; his sights will be on how to create success in another activity. And indeed, we see his attention focused next on the OE EduGroup.

Datuk Wira (Dr) Calvin Khieu
 Founder of OE Edugroup (Outstanding Entrepreneurs Sdn Bhd)



IP时代新品品牌营销

(云顶峰会) 升级版



On His Story

Datuk Wira Calvin Kiu is a self-made entrepreneur, a maverick who went from attending a gas station to a factory worker and a salesman, before finally striking out on his own. In 2005, he started his first endeavour in the world of business with his first curtain store in Nilai 3, with just three employees and a vision for success. It was not an easy road. He faced bankruptcy not once, but twice, still, Datuk Calvin refused to give up. Instead, he developed his own management system, the "12 Steps of Outstanding Entrepreneurship" which would become the foundation of his success.

Using his own system, Datuk Calvin turned his business around and rose to the top of his industry, but he did not stop there. In 2016, after eleven years of entrepreneurship, he founded the OE EduGroup. This is a natural progression as he wants to share his knowledge and experience with the next generation of business leaders. What makes Datuk Calvin stand out from the pack is not just his business acumen. It's his unwavering commitment to excellence, his refusal to settle for anything less than outstanding.

Quotation: Dare to Be Different

"If we can endure the discomfort of being different, we will garner a new-found sense of strength and self-worth. Independence is empowering. It unlocks many doors to the greatest achievement because it gives us the confidence to know that we can depend

on ourselves. No longer are we burdened with the weight of self-doubt and the goals of others."

"I took the road less travelled by and that has made all the difference." – Robert Frost

Trials Which Nearly Broke His Back

The road to triumph has not been without its share of bumps and bruises for Datuk Calvin recalling his two most challenging crises which nearly made him caved. He was creating a rapid expansion by opening multiple branches which led to a breakdown in cash flow. He confessed that he did not know how to operate as a capitalist, or as a marketer. He did not manage his business accounts. He did not manage his personnel. The lack of financial knowledge and expertise left him in a vulnerable position and caused a significant setback in his business journey.

The above quotation tells us that "if you know who you are, you can dare to be different". However, it is sometimes very difficult to be different. Anyone who has tried to step out from the flock understands that to do so involves a measure of personal sacrifice which may cause criticism from others, self-doubt and isolation. All adventure achievers experience some degree of difficulty before they see their ultimate objective and step out from the crowd. But they overcame their frustrations and grew to achieve an independence that empowered them.



Guinness World Record



University Partner of Raffles University



University Partner of HELP University

The second crisis came in the form of a real estate investment which nearly cost him his entire enterprise. A RM7 million ringgit factory purchase, fuelled by cash rather than careful planning, left him with frozen assets and insufficient funds to run his operation. "I didn't have enough money to buy goods, I didn't have enough money to pay the rent," he recounted. The capital chain was broken, and store closures were inevitable at that time.

He cautions that the hardships serve as a reminder that even the most successful individuals face challenges and setbacks. It is the ability to persevere and learn from mistakes that sets them apart. These crises taught Datuk Calvin the need for strategic planning and layout. These experiences taught him the importance of having a proper contingency plan when budget issues arise, especially for small and medium-sized enterprises.

OE EduGroup

With his experience as a pioneer in the curtains industry, facing problems, experiencing success, facing more problems and overcoming such problems, it was not surprising that Datuk Calvin Khui next embarked into the Education and Training business, the OE EduGroup, which was founded by Datuk Khui on 10th October 2016.

The 21st Century will be a time of unsettling change. We can meet its challenge with frustration and fear or with courage

and creativity. The choice is ours. But the answer oddly enough, is not an external one. As former British Prime Minister, Winston Churchill said: "The empires of the future are the empires of the mind."

The epidemic is raging in 2020 and the Education field was faced with several challenges of not being able to open classes. However, OE EduGroup decided to go against the current, making good use of the power of network technology to achieve a number of records in Malaysia, creating a single product in a day. With a turnover of 2 million, the performance has grown by 100%.

OE not only broke records by itself, but also led their student to reform and innovate. In 2 years, Datuk Calvin Khui guided his elite students to break more than 200 records in the Malaysia Book of Records. During the 2021 pandemic, OE even won the "Guinness World Records" leadership course with the most participants.

In just 4 years, OE EduGroup gathered students from all over the world, i.e. Singapore, Indonesia, Philippines, Australia, China, Thailand and the United Kingdom. These students include professionals, government officials, entrepreneurs, listed companies, company bosses, and thousands of other groups.



Numerous Live Talks Online With An Attendance Record Exceeding 100,000 People From More Than 10 Countries



The OE EduGroup holds the following Records:

1. Guinness World Record Holder for:
 - Most Attended Leadership Course 2021
 - Most Attended Intrapreneurship Courses 2022
 - The Largest Branding Lesson 2023
2. University Partner of HELP University
3. Corporate Advisor (Entrepreneur MBA)
4. University Partner of Raffles University
5. Corporate Advisor (EMBA)

From only 20 students in its first course, the OE EduGroup has now more than 1 million online and offline students around the world. OE EduGroup is a new type of education company which combines technology with entrepreneurs. This new education enterprise is omnipresent and seamless, allowing students to learn anytime and anywhere, to the convenience of students: coaching entrepreneurs, training and assisting them to upgrade and transform with new models, and helping entrepreneurs to change the fate of small and medium-sized entrepreneurs. In 2020, due to the impact of the epidemic, the education field faced several challenges of not being able to start classes.

Today, OE is still going against the current, using the power of network technology to transfer students from offline to online, and thereafter, break a number of records in Malaysia, i.e. 27,000 people watched the course at the same time and 5,000 people signed up for the course, ultimately creating a turnover of nearly 2 million sales for a single product in one day, successfully increasing the sales by 160%. In the next 3 years, OE EduGroup plans to enter Southeast Asian countries such as Indonesia, Brunei, and Singapore, attach importance to technology transactions, and use Southeast Asia as a springboard to enter Asia and the world.

Even during the challenging times of the 2021 epidemic, OE EduGroup won the Guinness World Records – the leadership course with the most participation. OE EduGroup's "12 Steps of New Outstanding Entrepreneurship" is not only in the Chinese market, but also opens up the English and Malay markets. At present, there are 5 education brands in different education fields and 19 practical speakers in different industries to provide students with the most practical knowledge.

The OE EduGroup's Notable Invitations and Mentions

- a) Invited by Shopee to share a masterclass with followers and sellers.
- b) Invited by AEON, to train on new media marketing for department heads from across the country.
- c) Appointed as the training partner for the MYSTEP Training Programme.
- d) Appointed as the training partner for the K Youth Training Programme.
- e) Received the Global Business Icon, Educational Leadership Achievement Award from YAB Dato' Sri Haji Fadillah bin Yusof, Deputy Prime Minister of Malaysia.

Datuk Calvin's Vision for the Future

Datuk Calvin has ambitious plans and convictions. OE has established branches in Indonesia, Macau, Guangzhou and Beijing, and spread OE's culture and values to these destinations. Datuk Calvin revealed, "We have achieved a high degree of recognition. I believe in the next 10 years, OE will be one of the most influential business institutions in Asia."

Datuk Calvin is currently investing in some small and medium enterprises involved in hotels, technology and various products. He hopes by doing this, he can build closer ties with the younger generations. OE EduGroup also conducts study tours and visits well-known companies around the world. Datuk Calvin has been described as "The Entrepreneurial Maverick Who Defied the Odds". ■

Quotes from:

"One Step Beyond, Rediscovering the Adventure Attitude" by Alan Hobson



Dato' Dr. Nellie S.L. Tan-Wong, J.P.
Co-Editor, INSPIRE