



*With BE Founder, Ir. Lee Suet Sen & Madam Ho Huey Chuin*



“

**The greatest people are those who make a positive impact on others**

**RCCA Rohaida Abu Hassan & Shahidin Hamzah**

Business Owners

Success is built on relentless effort and exceptional determination. RCCA Rohaida Abu Hassan and her husband, Shahidin Hamzah, are true embodiments of this principle. Originally from Penang and Kedah, they have spent the past 20 years in Selangor, building a life together with their three beloved children. Through perseverance and unity, they have proven that no dream is too big when pursued with passion and purpose.

### Fighting Through the Storm

Rohaida started her career managing a network of kindergartens before opening her own branch in 2015, driven by her second child's autism diagnosis. As a Navy officer, Shahidin found it challenging to provide full-time care, so he suggested Rohaida to start her own branch. Her business thrived for years—until COVID-19 hit, slowing operations and leaving her anxious about its future.

Victory is meaningless without challenges, and Rohaida was no exception. In 2019, after enduring three years of back pain, she was diagnosed with a slipped disc, thinking it was nothing serious. Costly treatments like physiotherapy and chiropractic care brought little relief, leaving her hope fading. Little did she know, this struggle would open the door to an unexpected opportunity with BE International.



*With our mentors RCCA Farhana & Khairul Naim on the day we got our dream car!*

### A Test of Faith, A Path to Triumph

Rohaida's journey with BE began with a single Facebook post about AULORA Pants with KODENSHI® from her now-upline. For the first time in years, Rohaida finally had a restful sleep and within three weeks, her back pain improved significantly after using AULORA Pants. During this time, RCCA Afrohah later invited her for a testimonial interview and shared her story on Facebook, sparking curiosity among friends eager to learn about the product's effectiveness.



She began to fight her way in BE after getting inspired by the explanation shared by RCCA Afrohah in one of her Zoom meetings. Rohaida's big WHY was to secure a better future—ensuring her autistic daughter received therapy and building long-term savings for her children. In just one month, she advanced from Ambassador to Emerald Council Ambassador (ECA), growing her network solely by sharing her experience with AULORA products.

*A snowy memory from BE Lifestyle Travel in Seoul Korea 2023*



*Dreamboard Session—from dreams to reality*



*Photo with my team*

## Trust in BE, BELieve in Results

When asked about the MLM industry, Rohaida and Shahidin admitted to having zero experience. What made them fall in love with BE was its focus on using the products, experiencing the benefits firsthand, and sharing their effectiveness. Embracing the BE Culture further reinforced their belief that competition doesn't exist here—only mutual support and growth.

Despite their business experience, BE was a completely different venture for Rohaida and Shahidin. Unlike conventional businesses, BE required less time and capital, allowing IBOs to grow at their own pace. Rohaida once invested heavily in business classes, but in BE, mentors and uplines were always there to guide her, making the journey easier and more supportive.



*Memorable moment from the Luxurious BE Extravaganza Success Travel trip to Spain*

“

“What you give, you get back” was more than just words to Rohaida and Shahidin—it was a way of life. Their goal has always been to help others succeed, and seeing lives improve because of their support fueled their passion for BE. With the RCCA rank awarded to them, they now carry a greater responsibility, one they wholeheartedly embrace to help more people build a better future with BE.