



Picture with Founders



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**Driven by Effort,  
Powered by Consistency**

**RCCA Adam Jaafar  
& Nurlaila Roslee**

Assistant Manager & Entrepreneur

Adam Jaafar and Nurlaila Roslee began their journey rooted in love, resilience, and hope. Adam, from Melaka and the fourth of eight siblings, spent over 13 years in top hotels, rising to Assistant Manager by 2010. Yet, he yearned for more freedom and purpose.

Nurlaila, the eldest of 6 from a strict religious family, faced early challenges, forced out of school at 17, and was nearly forced into an arranged marriage. Her mother's bravery gave her a second chance. A computer course became her path to independence, and there she met Adam.

With 5 children, Adam explored side businesses from contracting to event organizing and eventually found his calling empowering small traders, connecting them to support without expecting anything in return. Meanwhile, Nurlaila, despite never sitting for SPM, continued learning while raising their kids, helping others, and running micro-businesses.

Though they faced financial setbacks, Nurlaila remained a steadfast pillar, always believing in Adam and their shared dream of a better future.



Getting a nice car with my car fund

### **A Turning Point with AULORA & BE**

Adam's journey took a sharp turn when he was diagnosed with kidney issues and had to undergo homeopathic treatments. With strict dietary restrictions, no flour, no fruits, life became even more challenging. During this period, a Facebook acquaintance shared about AULORA Pants with KODENSHI. Curious and hopeful, Nurlaila decided to try it for Adam. After Adam wore the pants, he felt a noticeable improvement.

Their lives changed when they were introduced to BE. Recognizing the potential, Nurlaila and Adam were drawn to BE. Adam had experience in managing teams and motivating people, while Nurlaila



possessed natural networking and nurturing abilities.

### Why BE? A Community That Moves With Purpose

BE is more than just a business, it's a journey of growth, guided by purpose and driven by heart. With a founder rich in experience, we're led by someone who truly understands success and walks the path with us. Under his leadership, we don't just grow, we evolve.

Innovation excites us, but it's the culture and people that make BE special. It's a kind, safe, and supportive space where you're free to grow, learn, and dream. It feels like home.



Group photo with RCCA



Striving our achievement through Dream Board

Here, we learn that humility is strength. Adam lives by the words, "Hard work with consistent action." He works tirelessly for his family, always leaning on mentors in tough times, because in BE, no one walks alone.

Nurlaila reminds us that the road to success isn't easy. "To achieve something big, you must prepare in a big way." Growth requires sacrifice, but the bigger picture is always worth it.



Group Pic with BE World Traveller

“ In BE, we speak with kindness, lift each other up, and move forward together. Because success here isn't a solo act it's a shared journey, built on purpose and powered by love.

