



When “Plan A” Fell Apart, They Rewrote Their Future

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From Breaking News to Breaking Barriers

For nearly two decades, Anida Salwani and Mohd Aziz were the picture of stability. As accomplished journalists in Kuala Lumpur, Anida as an Editor for a top lifestyle magazine, and Aziz is an Assistant News Editor for a major mainstream newspaper. They had built what society calls the perfect “Plan A.” They had the titles, the government-linked benefits, and a comfortable life for their four children. But behind the bylines and deadlines, they were losing the one thing money couldn’t buy: time.

“We were successful on paper, but the reality was exhausting,” Anida shares. “We were trading our lives for salaries, missing out on our children’s growing years.”

The Crisis That Changed Everything

The turning point came with the global pandemic. In March 2020, Aziz took a Voluntary Separation Scheme (VSS) and started a sports event company, only for the Movement Control Order (MCO) to crush the industry overnight. Weeks later, in the middle of Ramadan, Anida’s publishing house shut down with just 7 hours’ notice.

Suddenly, “Plan A” was gone.

“We were left with zero income,” Aziz recalls. “For a year,



Car Fund

we tried everything- selling daging dendeng, keropok lekor, and even beauty products that required heavy stock. But the returns were small, and our savings were draining away.”

A New Definition of “News Worthy”

It was during this desperate time that BE International appeared. Initially, Anida was skeptical, dismissing the AULORA as products meant only for “sick people.” But the unique business model caught her attention: No stock keeping, no heavy capital, and a fair system.

“I fell in love with the concept of ‘Lubuk Pahala’ (a reservoir of blessings) and the fact that I didn’t need to hoard inventory,” Anida explains.

Starting during the lockdown, Anida's first-month income as an Ambassador nearly matched her previous salary as an Editor, a position that had taken her 19 years to achieve. Seeing the undeniable results, Azis, a former crime reporter who had done his due diligence on the company, joined her 200%.

Trusting the BE System

Their rapid rise to RCCA was fueled by a willingness to "Empty the Cup." Despite their seniority in the media world, they humbled themselves to learn from mentors who were younger but wiser in the BE business.

"In the corporate world, friends are many when you laugh, but few when you cry. In BE, we found a family that picks you



Family support at BE THE LEGEND 2025



Growing team at BE Camp 2025

up when you fall," says Anida. They embraced the culture of "Zero-rising," setting aside their past egos to follow the BE System completely.

A Life Transformed

Today, the couple has regained not just their financial security, enabling them to send their children to private schools and universities with the best equipment, but also their happiness as a couple. They have "redeemed" the time lost during their corporate years.

"Our greatest joy now is seeing our team members succeed, buying safer cars, regaining health, and crying tears of joy at their first taste of luxury during BE trips," Azis adds warmly.



With our day-one mentors



Filter and Deflect

Reflecting on their journey, Anida holds to her principle of "Filter and Deflect" which means removing negativity and excuses. Azis lives by the philosophy of the paddy stalk: "Be like the rice stalk; it bends lower as it is laden with ripening grains."