



“ From Surviving to Thriving: A Decade of Grit and the Power of Pivot

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VIKRI MURDIANSYAH
Business Owners of 10 Years



The Reality of a Traditional Hustle

For ten years, DK Siti and Vikri lived the life of traditional business owners in Brunei. They ran a fashion boutique focusing on trending outfits and women's apparel. From the outside, they were successful entrepreneurs, but the reality was a “surviving lifestyle.”

“We were business owners for a decade, but we didn't have a system. It was just a small shop,” DK Siti recalls. Despite her background as a former Sales Manager in the manufacturing industry, she and Vikri found that traditional business required constant effort just to stay afloat. “Our savings then couldn't build a house. It couldn't take our whole family on a holiday. It was purely a business for survival.”

The COVID-19 Catalyst

When the pandemic hit, the struggle intensified. Logistics were halted, supply chains were cut, and the physical shop faced the harsh reality of lockdowns. It was during this period of uncertainty that a persistent customer introduced DK Siti to the BE International 1-3-9 strategy.

Initially, DK Siti and Vikri were not looking for a new



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opportunity because they were focused on saving their boutique. However, DK Siti decided to attend a sharing session alone. To her surprise, her first month of sharing the BE vision resulted in her becoming an Ambassador. By the second lockdown, their income from BE had already surpassed their expectations.

The Power of the System

The turning point came when DK Siti and Vikri realised the scalability of BE International compared to their brick and mortar shop. “I told Vikri: why not I focus on BE while we wait for the traditional business to settle down?” DK Siti says. “But then, the network just grew bigger. In one year, the income and the network exploded. It was a zero capital model that outperformed everything we had built in ten years.”

They eventually made a bold move by hiring a manager to run the boutique, allowing DK Siti to focus 100% on BE while Vikri managed their other interests. Today, they no longer work at their shop; instead, they lead a global network together.

Building People, Not Just Sales

The success of DK Siti and Vikri as RCCAs, achieved within five years, is built on a philosophy of education and character. They shifted their focus from a seller mindset to a leader mindset, specifically targeting other business owners and Gen Z.

“Our vision is to help more young people realise their potential. We have leaders in our network who were



BE Camp with Network



B.O.S with Brunei Network

jobless before BE, and now they are on track to be RCCAs, giving back to their parents every month,” DK Siti shares with pride. “It is about teaching them ownership, discipline, and the courage to lead others”.

A Life of Certainty and Gratitude

Today, the surviving lifestyle is a thing of the past for DK Siti and Vikri. They are currently building their dream home without loans. This level of financial certainty was something they never imagined possible during their ten years in traditional retail.

“We live BE. We believe in the founders’ vision 100%,” they say. “BE is on another level. It is a fair opportunity for everyone; you just have to follow the wave.”

Review with Mentors



“ Words of Wisdom for the Next Generation

For DK Siti and Vikri, success is an internal job before it becomes an external reality.

“When you want to be a successful person, you need to build your character first. When your character is strong, your success will stand like a strong tree. Be beautiful from the inside out, and always carry a heart of gratitude.”