



## **ENT300: Case Study Assessment**

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# SPORTS

THE #1 FOOTBALL MAGAZINE

## BADDROL BAKHTIAR



PADDY G

Baddrol Bakhtiar is been knows as Kedah's football player - besides playing football he also make a business sport attires with his friend, Rafiq.



**PLUS!**

The big reasons  
they open the  
business. |  
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## INTRODUCTION



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# ABOUT PG ARENA

*by: Dalila Ramli*

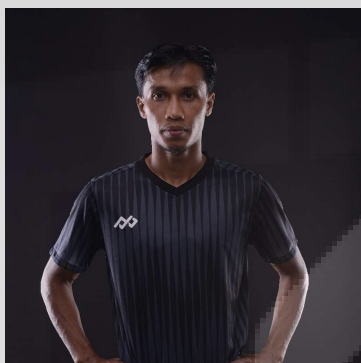
*Photos by: Dalila Ramli*

The PG Arena was founded in 2016 and operated in online business. In 2018, it was incorporated the sportswear store in Kedah under the name PG Arena Sdn. Bhd. It is partnership business that shared by Kedah's footballers, Rafiz bin Abu Bakar, Ahmad Fauzi bin Saari (Paklong) and Baddrol bin Bakhtiar. Unfortunately, Paklong is backing out because he's busy on his schedule.

The company had their brand itself which is 'Paddy Gear'. They choose 'Paddy Gear' because 'Paddy' refers to Kedah's symbolic and 'Gear' refers to sports and energy. The purpose of PG Arena start up the business is because of Kedah's fan club.

The products that company provides are sport attire such as football jersey, track pants, socks and commercial product (Adidas, Lotto and Puma). The services that PG Arena offered are heat press services and custom-made design by customers itself. PG Arena is located at Astaka Utama Stadium Darul Aman, Kedah. The company has 3 full-timer staff, 1 designer and 1 accountant that handle and operate the store.

# THE PROFILE OF BADDROL AND RAFIZ



Baddrol Bin Bakhtiar (born 1 February 1988) was born in Sungai Petani, Kedah. After finished his Sijil Pelajaran Malaysia (SPM), he began his career as Malaysian professional footballer who plays for Malaysia Super League side Kedah and the Malaysia national team. . He make a business partnership with Rafiz Bin Abu Bakar which is sportswear store in Kedah under the name PG Arena Sdn. Bhd.

Meanwhile, his partner Rafiz bin Abu Bakar (born 26 June 1980 in Alor Star, Kedah) is a Malaysian footballer who is currently unattached. He began his career as Malaysian footballer after finished his Sijil Pelajaran Malaysia (SPM). When started this business, Rafiz say 'he and Baddrol have zero knowledge regarding business they open this business just for fun and for supporters' only.

## ELEMENT 1 & 2

by: Dalila Ramli & Zubair Mad Sam  
Photos by: Dalila Ramli & Zubair Mad Sam

According to them, factors that influenced them to start up the new business are just for fun and for their supporters. For the beginning, PG Arena just produced 100 pieces of football jersey and sell in social media to test the market about their product. But, the demand for the product has increased because the higher quality of fabric and it satisfied the customer's wants and needs.



From the left is Mr Baddrol and his partner's Mr Rafiz.

After that, they want to expand their business and sell the sport attire in their store. So, PG Arena being open to customer whether men or women that involved in sports such as Kedah's fan club, statutory corporation, school club, professional societies and other clubs.