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CASE STUDY: AYAM BISMI SDN. BHD.



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EXECUTIVE SUMMARY

Haji Jaffri, the Founder and President of Ayam Bismi, got involved in business in 1987 after being introduced by a friend who was also interested in the business of selling chicken meat at the time.

He began his business by purchasing live chickens from suppliers, which he then slaughtered and marketed. Haji Jaffri slaughtered 50 chickens on the first day of his business because there was no place to sell chickens at the time. However, he took the initiative to move from one location to another until he was able to secure a spot in the Alor Setar Farmers' Market through his own efforts, where his friend had given up at the time.

Since then, he has been determined to expand his company into large-scale poultry farming and processing. As a result, his efforts have received enthusiastic support from his wife, Hajjah Mazlina, who is now the Group Managing Director of Bismi Empire Sdn. Bhd.