



# COMPANY ANALYSIS

MYDIN

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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## EXECUTIVE SUMMARY

Mydin Mohamed Holdings Berhad have been recognized by all customers and it is the largest hypermarket chain in Malaysia. Mydin Mohamed Holdings Berhad (HQ) was established in 1940 and based in Subang Jaya, Malaysia. The founder was Gulam Husen Jamal an immigrant from India, a father to Mydin Mohamed. Before starting this business, his father Gulam Husen Jamal was operated Mydin business in 1918 at Penang. Since the shop had been destroyed during the World War II, Mydin Mohamed was continuing the trades of wholesaling in 1957 at Kelantan. In 2011, MYDIN, along with other major hypermarkets such as Tesco and Carrefour participated in the TUKAR programme under the Economic Transformation Programme. The programme is aimed to transform 100 selected sundry shops into modern mini marts. The company is responsible for training the shops and providing assistance after transforming as mini marts along with Tesco. In July 2013, MYDIN's then ventured into the high-end retailing with the opening of the first SAM's Groceria outlet at the Gurney Paragon in Penang in July 2013. SAM affectionately stands for Saya Anak Malaysia (I am Malaysian). Nowadays, Mydin business activity is in retailing and wholesaling. The product range divide into food line, household, soft-lines and hard-lines items. Hard-line products include hardware, electrical, stationery, porcelain and toys. And the soft-line comprises of textiles and fabrics products. The number of outlets encompasses 23 malls, 24 hypermarkets where each is located in the malls, 16 emporiums, 3 bazaars, 47 minimarkets (MyMydin), 12 convenience shops (MyMart), 4 franchise outlets (Mydin Mart), 7 SAM'S Groceries supermarkets, 1 stand-alone SAM'S Deli restaurants and 179 KR1M branches.

## INTRODUCTION

### A) BACKGROUND OF THE STUDY

Each of UiTM students who further their study at bachelor level need to take Principles of Entrepreneurship course or ENT530 to give guideline and expose students to the business orientation. In this course, students will be conducting case study to any business or company. This In case study, students are required to interview any company or business to get two or problem that faced by the company or business. After that students should analyses the problem and find solution for any problem that have. The benefit of this case study is students will be more intelligence in conducting business. Next benefit is students will be exposed on how company operating their business. Thus, this case study is the good medium to teach students on how solve problems. The case study was conducting to MYDIN, which is this business provide service oriented. Our group want to get information on problem that faced by this business.

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs. Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving "profit" in some form (which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizen/client).

### B) PROBLEM STATEMENT

To be an entrepreneur, there are many challenges that must overcome and couple of those problems are: -

#### 1) Abandoning another career

If you're going to dedicate yourself to starting and nurturing a business to success, it's going to be nearly impossible to simultaneously manage another career. You might be able to manage the infancy of your business on the side, during weeknights and weekends, but if you want a chance of growing significantly, invariably you'll have to quit your day job. Walking away from a promising, steady long-term opportunity for something unpredictable is