



UNIVERSITI TEKNOLOGI MARA

CS110 - DIPLOMA IN COMPUTER SCIENCE

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY :

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1. EXECUTIVE SUMMARY

This case study is related to a company based in Penang, Malaysia that is Yusuf Taiyoob Sdn. Bhd. The investigator manage this study with the aim of the study to find out more about who developed Yusuf Taiyoob. The investigator also wants to know about what products Yusuf Taiyoob sells and how the marketing is managed by the company. In this case study, the investigator will be able to find out what kind of strategy that company use to gain the trust of customers.

The good nature of entrepreneurship in the business makes it possible for the company to benefit more customers. The hard work by Yusuf Taiyoob has made them famous for high quality and competitive products. In this study, the investigator used only secondary data which is obtained from internet sources. The investigator initiated this study after managing a web search that can be found on the relevant web site.

2. BUSINESS DESCRIPTION

2.1 BACKGROUND OF THE FOUNDER YUSUF TAIYOOB

From a George Town office overlooking the Penang Strait, Datuk Seri Yusuf Taiyooob has grown an eponymous empire that has established him as a leading importer and distributor of dried foodstuffs in the country. He speaks to Petrina Fernandez about building his business on instinct, experience and a firm sense of honour.

Pretty astute thinking for someone without a formal background in marketing or business. Given that Yusuf does not like sitting still for long, it is no surprise that academia was not for him. As a teenager, he disliked the pre-university course he was enrolled on in India and when he returned to Penang for a semester break, he never left.

One of four siblings — two girls, two boys — Yusuf grew up in a traditional shophouse near the centre of George Town, a large space shared between three generations. Penang exerted a special pull on this would-be entrepreneur, even as a teenager. His home of old is not far from his current office, and he recalls with the languidness born of islanders the playground that was nearby and the wholesome fun shared with his childhood friends. He also open many branches in Malaysia.

2.2 YUSUF TAIYOOB Sdn. Bhd. BACKGROUND

Yusuf Taiyooob Sdn. Bhd. was established in the year 1988 and is a privately owned company based in Penang, Malaysia. Yusuf Taiyooob Sdn. Bhd. is well known internationally and locally as a leading importer and distributor of dried fruits and nuts, dates, bakery ingredients, spices, beans and pulses, herbal soaps and many other food ingredients. Yusuf Taiyooob Sdn. Bhd. has a modern storage and distribution facility located on the mainland at Bukit Minyak, Penang which accommodates 7,000 metric tonnes in cold storage and 2,000 metric in ambient storage for all types of food and non food products. This facility serves our distribution network throughout Malaysia, Singapore and the neighbouring countries. Yusuf Taiyooob Sdn. Bhd. is a well known and trusted name in Malaysia and maintains a high standard on quality and customer service to satisfy the needs of its business partners.

2.3 PRODUCT FOR SALE

Following is a product sale by YUSUF TAIYOOB.

DATES	FRUIT JUICES	HONEY	SPICES	BEANS, PULSES, SEEDS
<ul style="list-style-type: none"> • Safia • Wasem • Safina • Madu Yuta • Amina • Al Wadi • Deena • Desert Gold • Golden Fruit • Hiqmah • Jebel • Leila • Nadine • Nefisa 	<ul style="list-style-type: none"> • Lacnor HL Mango Juice • Lacnor HL Pomegranate Juice • Yuta Basil Seed Drinks 	<ul style="list-style-type: none"> • Al Safia Natural Honey • Al Safia Acacia Honey 	<ul style="list-style-type: none"> • Coriander Seeds • Chili Flakes • Bay Leaves • Green Cardamom • Cumin Seeds • Fennel Seeds • Fenugreek Seeds • Mustard Seeds 	<p><i>SEEDS</i></p> <ul style="list-style-type: none"> • Black Sesame Seeds • White Sesame Seeds • Organic Chia Seeds <p><i>PULSES</i></p> <ul style="list-style-type: none"> • Masoor Gota • Yellow Mung Dal • Green Mung Whole