



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **CASE STUDY**

**NAME OF ENTREPRENEUR**  
**DATO' HAJI HABIB MOHAMED ABDUL LATIF**

**COMPANY NAME**  
**HABIB JEWELS SDN.BHD.**

**FACULTY & PROGRAMME**  
**: FACULTY SCIENCE & MATHEMATICS CS110**

**SEMESTER**

**: 4**

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## **EXECUTIVE SUMMARY**

As we can see that wherever we go, people nowadays are wearing accessory such as the jewellery and not only for women but also men are wearing the jewellery. Here, I would like to share about one of the jewellery's company in Malaysia. Habib Jewels Sdn. Bhd., is one of the most popular company in Malaysia. However, before the name of Habib Jewels, the first company's name was MA Habib Mohamed. Then the companies change their name to Habib Jewels, 'Habib' is inspired from the name of the late founder which is the owner of the companies,

Dato' Haji Habib Mohamed Abdul Latif. In 1958, Habib was began with the late founder Dato' Haji Habib Mohamed Abdul Latif in Penang. However in nowadays, Habib is fully managed by his son, Dato' Sri Meer Sadik Habib who is the Executive Chairman of Habib Jewels. Habib is the manufacture and distribute products that based on gold and diamonds, where the marketed products are jewellery. The Habib Jewel is under the gems and jewellery industry. As we know that Habib Jewels was began at 1958, the period in the world of business is 62 years in total. However Habib Jewels Sdn. Bhd. Was successfully based in the national market in 1998 on the Second Bord of the Kuala Lumpur Stock Exchange and subsequently graduated to Main Board in 2001.

Habib Jewels is a successful Chantique holding company, they have been offering customers antique and used jewellery in mint condition. Since the value of their gold product will increase over time, customers will be able to enjoy the benefit from the product when they want to sell them to Habib or other platforms. The motto of Habib Jewels Sdn.Bhd. is The Gift of Happiness. As the successful entrepreneur, there are some personal entrepreneur characteristics of Dato' Haji Habib Mohamed Abdul Latif. Where he sees and acts on opportunities, persistence person, he also commitment to work contract and last but not least he is using of the influence strategies.

## **ENTREPRENEUR PROFILE**

### **ENTREPRENEUR BACKGROUND**

Dato' Haji Habib Mohamed Abdul Latif is the main founder and Chairman of Habib Jewels Sdn.Bhd which was established in 1958 and then became a listed entity in 1998. He was appointed a Director of Habib Corporation Berhad on 19 November 1997 and a member of the Board of Habib Group subsidiaries. Dato' Haji Habib Mohamed Latif has played important role in building, a strong business foundation for over 56 years. He is originally from India and was born in 1925. He died at the age of 91 which was then in 2016. He was married to his wife, Allahyarhamah Ummu Latifah and was blessed with 5 children which are 4 daughters and 1 son given names Siraj, Siti Jawaahari, Sabariah, Meer Sadik and Siti Shariffah.

Dato' Haji Habib started getting involved in this field when he was just 14 years old on a much smaller scale only and he started his business at Penang, Malaysia. He during his life actively contributed to the development of the Penang community and always extended assistance too those in need. Among them through the Penang Muslim League Association and the Penang Gold Merchants and Money Changer Association. In 2015, he was awarded the "Tokoh Maal Hijrah" award from the Penang State Government.

His talent was inherited by his son, Dato' Meer Sadik bin Habib Mohamed who took over the day to day operation of the Company in 1986. Dato' Haji Habib Mohamed Latif is the former President of Muslim Jewellers and Money Changers Association of Malaysia. He also was served President of the Muslim League Organization, a non-profit charity organization founded in 1954 to help underprivileged Muslims in Malaysia.

## BACKGROUND OF BUSINESS

The story began in 1958 when our late founder Dato' Haji Habib Mohamed Abdul Latif opened the first jewellery store along Penang's famed "Jeweller's Corner" on Pitt Street. Back then, this area was known as Jewelers' Corner and unlike most jewellers of the time, who dealt mainly with gold, Dato' Haji Habib Mohamed Abdul Latif decided to carve his own little niche by selling diamonds. The business grew thanks to the presence of armed forces in Penang, selling coloured gemstones to American GIs.

When Habib senior passed on the mantle to his son Dato' Sri Meer Sadik Habib the company continued to flourish. In 1998 Habib Corporation Berhad became the first public listed Jeweller in Malaysia. And even though the company was taken private after a strategic corporate exercise it still remains as one of the country premier jewellers.

From the very beginning, they established HABILIB as a unique brand that did things differently. At a time when gold was the mainstay of jewellers, they stood out by selling diamonds instead.

Under the helm of the founder's son, Dato' Sri Meer Sadik Habib, the company's business soon flourished. They opened their first jewellery store in Kuala Lumpur that quickly garnered popularity and gained a loyal following.

As HABILIB quickly became a household name throughout Malaysia, they made a promise to continually rise above our customers' expectations and provide them with the very best jewellery.

Even with a reputation for quality and world class designs, Habib as a company still upholds tradition and the core values the founder put in place. According to them, the core values touch the lives of our management and employees alike, professionally and personally, creating an extended HABILIB family that takes pride in providing warm, personalized service to a wide spectrum of customers.