



اوپنورسټي ٽيكنالوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

CASE STUDY

ENTREPRENEUR NAME

**BAWAL EXCLUSIVE SDN. BHD
(HALIZA MAYSURI)**

Prepared for

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TABLE OF CONTENT

EXECUTIVE SUMMARY	3
ENTREPRENEUR PROFILE	4-6
ENTREPRENEURIAL COMPETENCIES	7-9
APPENDICES	10
REFERENCES	11

EXECUTIVE SUMMARY

I am Norhasnien Mohd Nor have been assigned to prepare a case study or a report to my lecturer Madam Nur Hazelen Mat Rusok for Fundamentals of Entrepreneurship (ENT300) course. This assignment is meant for me to go through and expose to the real business. Through this, I will learn about entrepreneurial ventures and running a sustainable business including challenges and achievements.

Based on the aims, I need to identify one entrepreneur to complete this task. So that, I was choose Haliza Maysuri the founder or the owner of Bawal Exclusive Sdn. Bhd. company business to meet the requirements of the conditions for seeking information about the entrepreneur.

I choose Bawal Exclusive because it is such a big company or brand of headscarves on Malaysia. The brand of Bawal Exclusive also was registrated under Sole Proprietorship Malaysia by SSM.

By on this task given, I must give as much information about the entrepreneurial and the business itself. On do this task, I have done an interview with the owner of Bawal Exclusives via direct messenger (DM) on Instagram. I had contacted her to get the information about her lifestyle background and about Bawal Exclusives. The information that I have not totally given from her itself but mixing with the searching and analysing every report, interviewer, news, on reality show in television, and other.

The element of information that I have is about information on owner and business, the background business, and entrepreneurial competencies.

ENTREPRENEUR PROFILE

The founder or the CEO of Bawal Exclusive Sdn. Bhd. is Haliza Maysuri and her husband Rosli Awang. Haliza Maysuri was born at Kuantan Pahang, Malaysia. Her age was 43 years old. She has two children. The brand of Bawal Exclusive is very popular among Muslim women because it has the collaboration with Swarovski. Swarovski is crystals business which produced crystals glass, jewellery, and accessories. Every product that has the crystals from Swarovski, it is very high quality and beautiful.

Haliza Maysuri was an independence and inspirational women. Her brand as headscarves was crowned in Malaysia Books of Records (MBR) because of she made the luxury headscarves that worth RM100,000 with the sparkle of which features 7153 crystals of various sizes was a gift form re-owned Austrian fine jewellery Swarovski. But that one of scarves would not be available for purchase. She is the only women who has made Malaysia proud of being able to introduce a hijab that has such a high price in the world. Her bravery and creativity should be a role model to other women out there.

Before she got all the achievements, she has the struggle to build the brand. At 1998, Bawal Exclusive do not have any brand or label. At that times it was operated in as small shop at Jalan Tuanku Abdul Rahman (TAR). She used to start the business form the bottom up which is she must take the stock or square scarves from supplies and reselling the scarves as cheaper as RM5 in the market. She had to complete with other competitors, and it was not easy to sustain the business while at the time she was pregnant.

In 2000, she and her husband come up with the thoughtful and fresh idea to make square scarves as trend. They both began to make as decoration on the scarves. The unique and fresh design is absolutely a new thing and never been introduced in market at that time. The brand and the design of their scarves became a hit and more people begin to know their brand which is Bawal Exclusive.

Year by year, Bawal Exclusive works more closely with the big international jewellery brand which is called Swarovski. With the connection that Haliza Maysuri build, they have been working together for 18 year ago in supplying crystals. From that collaboration, the demand of their product was increasing amazingly. Haliza Maysuri very thorough in designing the crystals on the scarves. That why Bawal Exclusive brand have a good quality. The high quality and the specialising in creating various design of crystal in square scarves make it have the

differences of price. It all depends on the design and the amount of Swarovski crystals being used on it.

The materials that they used is Japanese voile, which is the material have high of demand in the industry fabric especially in hijab industries. The features of the bawal Japanese voile is so soft, easily adjustable when wearing, and looks elegant. However, in this modern life, Muslim fashion is slowly making its way into mainstream fashion. So that, many big brands are starting to commercialise headscarves with different pattern, prices, and materials to targeting the market group.

BAWAL EXCLUSIVE PRODUCTS AND SERVICES

1. SERVICES

Haliza and her husband is the person who is very concern of the quality of work. So, of course their gives the best services to their customer. If you were search or personally go to the one of their outlets, you can see how clean, neat, beautiful, and grand the boutique. They also train their worker of customers service to kind, and friendly to every customer because like some quotes says is “customers always right”.

By all the successful that she achieved, now she able to open a few branches in Malaysia. The branches that they have is at Johor, Sabah, Perlis, Kedah, and Kelantan. One of their branches in Kelantan has been recognized as the best-selling branch. Because of the successful, Kelantan can open more than one branches in the states. The main boutique Bawal Exclusive in Kelantan was at Kota Bharu and the second boutique is at Tanah Merah. The branch was named as Asgalleria by Bawal Exclusive.

The name and brand of Bawal Exclusive is very known in local, also in international like, Brunei and Thailand. So, Haliza and her strategies marketing has created a website to easier for customer want purchases their product. By using this technology, it is easier to the people who are interested in their product to survey the various of scarves. With the demand of their product go higher make they're not have enough workers to reply one by one of the purchases, so by creating the website is the best method to save time and energy. The website page is www.bawalexclusive.com.my . In there, we can survey the price, design and about the company information.