



# UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

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Faculty of Computer and Mathematical Sciences

## ENT 300

CASE STUDY

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**Business : Al-Ikhsan**

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Submission Date:  
12 MAY 2021

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## 1.1 EXECUTIVE SUMMARY

### 1.1.1 NAME OF ENTREPRENEUR & BUSINESS

Al-Ikhsan is a local Malaysian company that is still managing to compete with international names.

Al-Ikhsan Sports is the number one multi-brand, multi-category sports retailer in Malaysia, with 128 stores, and that number expected to grow to 140 by the end of this year. The company was founded by an enterprising first-generation entrepreneur when he was just in his early twenties, Mr Ali Hassan bin Mohammed Hassan. The founder saw the local population's need for sports brands like Nike and Adidas and decided to start with a 150 square foot shop at a small shopping mall in the city of Johor Bahru.

From a singular concept of Al-Ikhsan Sports, we now have four clearly differentiated concepts built around the same core philosophy which will allow us to seamlessly straddle different consumer segments without any conflict or confusion. We focus on curating our brands in line with the consumers' expectations," explains Vach Pillutla, CEO of Al-Ikhsan Sports. "To me, business, like war, is won on the basis of a clear strategy and positioning and it is always better to go into that war with multiple weapons in your arsenal

### 1.1.2 BUSINESS LOCATION

The business has grown tremendously and currently has over 125 stores located throughout Peninsular Malaysia.

### 1.1.3 PRODUCTS AND SERVICES OFFERED

Al-Ikhsan Sports Sdn Bhd is Malaysia's No. 1 sports retailer which is primarily involved in the retail of sports footwear, apparel and equipment.

## 2.1 INTRODUCTION OF ENTREPRENEUR & BUSINESS PROFILE

### 2.1.1 Background Of Entrepreneur



His full name is Tuan Haji Ali Hassan bin Mohd Hassan. He received his education at UTM in the field of Diploma in Mechanical Engineering in 1993. He is the youngest of 8 siblings. After graduating from UTM, he got an offer to study abroad but he refused because he was more inclined to start his own business.

His success started with small capital by only selling his goods on a small scale to his friends and lecturers at Universiti Teknologi Malaysia (UTM), Skudai, Johor. He also works part-time as a pizza deliveryman for subsistence and tuition fees. Ali Hassan finally obtained a Diploma in Mechanical Engineering from UTM in 1993 and was offered to continue studying abroad but was turned down by him.

In 1993 his business started in a cramped space in Holiday Plaza, Johor Bahru selling sporting goods. "I have to be diligent and work hard by selling sports shirts quickly. I can only get the goods today, sell them as soon as possible. Look for opportunities anywhere as long as they can be sold," he said. "At that time, it was difficult to get a bank loan. Don't think about anything, work on what you have. Don't be ashamed to ask customers what they are dissatisfied with." he said who thought it was one of the steps to advance the business to a better level.

### 2.1.2 Business Profile

Al-Ikhsan Sports Sdn Bhd is Malaysia's No. 1 sports retailer which is primarily involved in the retail of sports footwear, apparel and equipment. Al-Ikhsan Sports was established in 1993 with a single 150sqft store in Holiday Plaza, Johor Bahru by a husband and wife team, Tuan Haji Ali Hassan and Pn Marina Abu Bakar.

From a sole proprietorship enterprise, the Company has evolved to a Private Limited Company now known as Al-Ikhsan Sports Sdn Bhd.

The business has grown tremendously and currently has over 125 stores located throughout Peninsular Malaysia. Most of the products available at Al-Ikhsan are not available in other stores. The product selection is also wide and sold at reasonable prices. Models of sports shoes and other equipment worn by well-known international football players are also available in this store. Every item launched in Europe can be found at Al-Ikhsan on the same day.

Since its inception, the company has grown from a singular sports convenience concept to a multi-category, multi-concept sporting goods giant with a clearly segmented strategy to address consumers and sports lover across different income groups, offering global brands at affordable price.

In 2010, Al-Ikhsan opened a sports shop for women known as Al-Ikhsan Sports Girl because female customers wanted high quality sports clothing and equipment from leading brands. Popular brands sold were Nike, Adidas, Puma, Reebok, Umbro, Lotto and Diadora.

In 2011, the Company was awarded the ASEAN Business Outstanding Award 2011 – Industry Class Sector Sports Retail by ASEAN Retail & Franchise Federation.

2016 was an important milestone in Al-Ikhsan's history when the Government linked PE fund Ekuinas (Ekuiti Nasional Berhad) decided to buy 35% share in Al-Ikhsan Sports. The board then decided to bring in a globally experienced Sports and Lifestyle retail veteran as their CEO and a new management team. Since then the company has shown a double digit growth in sales and extremely strong profitability.

The Sporting Good Intelligence Report ranked Al-Ikhsan as the 63rd largest Sporting Goods Retailer in The Galaxy in 2018. Al-Ikhsan Sports has also received the "Brand of the