



اَوْنِبُوْا سَيِّئَاتِيْ مَا تَبْكُوْا لَوْ كُنِيْ مِمَّا رَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300**

**Individual Assignment Case Study (PECs)**

**JAKEL TRADING Sdn. Bhd.**

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**SUBMISSION DATE: 06 May 2020**

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## **1.0 Executive summary**

**Name of the company:** The complete name of this company is JAKEL TRADING Sdn. Bhd. or JAKEL for short. It is named after its founder Mohamed Jakel bin Ahmad. After the death of the original founder in 2009, this company operate under his eldest son, Mohamed Faroz bin Mohamed Jakel as managing director and also with helps from other family members.

**Product/service offered:** In JAKEL TRADING they offer many products like fabric, praying kit, bridal, ready apparel, furnishing and border lace as their main focus. They also offer few services as side activities like carpet installation, customize garments, curtains sewing and rail installation.

**Duration in industry:** JAKEL TRADING were founded in year 1983 where it started from a very humble beginning. Throughout the years, the company has improved and has become more successful than before. In 2015, they celebrated their 30<sup>th</sup> anniversary and even until today, JAKEL TRADING still operating well and keep growing strongly.

**Benefit of company product:** The benefits of products from JAKEL TRADING is it has many choices. In JAKEL, they provide numerous of products mainly fabrics, with great quality. The company also ensure that the price they offer will suits the quality of the product. It is confirmed that every penny spent will be worth it for every customer.

**Entrepreneurial characteristics:** Throughout his business journey with JAKEL, Mohamed Faroz has shown few entrepreneurial characteristics which are initiative, systematic planning, and sees and acts on opportunities. These characteristics are the reasons why he and his company able to stand at where it is today.

## **2.0 Business background**

### **2.1 The Beginning and Development**

The late Mohamed Jakel bin Ahmad, a father of twelve children, who went through so many obstacles just to feed his family back in 1980s are deserved to be remembered today. Back in 1983, JAKEL TRADING was just a small family business located in Muar, Johor. During that time, late Mohamed Jakel, founder of JAKEL TRADING only started his business with selling carpets, rubber mats and curtains to local community and to small businessmen and women around that area.

After spending few years of business in Muar, late Mohamed Jakel then decided to move its business at Segamat in 1985 after discussing with his family. At Segamat, JAKEL TRADING started to grow more and more as he started to expand his business with providing more variation in product. From only three basic products, the company was then begun to sell fabric. Since he only has one staff, his son Mohamed Faroz who still in secondary school that time, decided to go back and forth during weekend to help his father's business. After he finished his schools, he started to help his father's business full-time and aspired to change his family's fate.

As years goes by, the other siblings started to join the business and came out with an idea to switch to semi-wholesale. They obtained the product supplies from Singapore, then they sell it to small traders at night market or small store. Unfortunately, a bad penny always turns up. Due to economic crisis in year 1997 to 1998, the supplier from Singapore could not supplies the products like usual and some even have to shut down the business. This directly affect the profit of the business as they did not have enough stock. However, the stock problem finally overcame by a brave decision which switching to direct imports from South Korea and Japan.

That decision made by Mohamed Faroz during that hard time was a game changer. In 1997, he bought Shaw Brothers' Theater building in Segamat and change it to a warehouse where they received numerous of customers from everywhere, came by bus every week. "Since then, JAKEL has our own textile importers and in the late 1990s, we become a major wholesaler and distributor in Malaysia" he said to The Star