

## The Inspirational and Aspirational Desires of Ridzuan

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### *The Prelude*

The inspiration to grow big in business has initiated Ridzuan Yahya, the founding entrepreneur of RVCOMS Sdn. Bhd. to register his business in 2019. RVCOMS is a trading company that obtains its Virgin Coconut Oil (VCO) from Indonesia and sells to various international clients that include the United States and United Kingdom. As a trader in Business to Business (B2B), Ridzuan deals with neighbouring suppliers that hold the price of the resources and buyers of different business natures at international levels. Price wars between competitors and RVCOMS is something to worry about as well as maintaining the quality supplies of the resources but Ridzuan has his own strategies to overcome the challenges. As a newcomer in VCO trading business, Ridzuan is optimistic that RVCOMS has the potential to move forward with or without his presence in the future. His intention to register his business for Initial Public Offering (IPO) is one of the ways to maintain the sustainability of his business.

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### ARTICLE INFORMATION

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## BACKGROUND

RVCOMS is a fully Bumiputera owned business by Ridzuan and his business partner and wife, Hazniza. Their business is still new in the market in trading VCO although they have gone through the ups and downs of previous businesses. Intending to get stronger by ensuring trust among stakeholders are in place, the activities of buying and selling of VCO and offering its shares to the public in the future will initially make Ridzuan confident that his company can go far and making a success in VCO trading. Ridzuan is fully aware that the resources of VCO are very limited in his home country and must acquire from neighbouring countries like Indonesia and the Philippines. In contrast with the supplies, the demand is increasingly growing from the United Arab Emirates (UAE), Korea, Bangladesh,

Singapore, and Brunei. Potential clients from Thailand and Poland are waiting in line to close the deal. Most of the buyers of his VCO are from the cosmetic and pet care industries.

Initially, Ridzuan has so much interest in entrepreneurship since he was in the University. Describing himself as very independent, stubborn, and like to lead his life his way, Ridzuan promised himself that he will get rich one day. With this attitude and big spirit, Ridzuan pushes himself to achieve what he intends to become. One of the advantages that Ridzuan has is his Information Technology (IT) background and with the skills, he can earn extra money developing systems and websites during his early jobs. Looking for better options, Ridzuan and his few friends run businesses on e-

commerce platforms but had to close down due to financial constraints.

The previous downfalls did not pull Ridzuan down but gave him more strength to continue. The challenges that he had crossed were in terms of the quality and pricing of the VCO. The B2B of VCO is the ultimate solution to RVCOMS to gain better comfort in the marketplace. Together with his business partner and wife, they work hard to ensure that their product is continuously being demanded and penetrated to other new countries. Ridzuan's wife, Hazniza is his biggest supporter, motivator, and negotiator of the business and both worked very hard to see their VCO business puts a mark in their business milestones.

RVCOMS has faced several situations that were critical when starting its business that include the scarcity of VCO supplies, price wars, payment inconsistency, and unmet demand. However, Ridzuan has given deep thought and strategized on how to turn the crucial situations into something beneficial and profitable to his growing business. The trading of VCO to B2B is seen to be very prevalent as it quantifies product quality, logistics, handling, trust, and meeting time frames.

## 2.0 OPPORTUNITIES

Ridzuan chooses to get involved in the business when he was inspired and motivated by his friend's successful business venture in virgin oil. His friends have given him full support and guidance to become stronger in making his business a success. He believes he can be one of the successful businessmen one day. This was the starting point where Ridzuan sees an opportunity for his company to go further in the VCO trading business. At the same time, Ridzuan was offered by his friend to be involved in the same business as his friend obtained an approved Permit (AP) license to import and export virgin coconut oil. In addition to his skills and competencies, Ridzuan has also been appointed as the Marketing Leader by a company called Cocos Havana from Malacca. Based on his experience, Ridzuan believes in running a B2B business, trust among businesses is key to the success of any business. Therefore, he changed the RVCOMS solution to RVCOMS Sdn. Bhd.

As a leading entrepreneur, he foresees the other opportunity to grow the company in producing produce caters to the end-user (B2C). This allows Ridzuan the opportunity to develop a product brand name - Bio Tropical – in producing consumer products such as hand sanitizer, pet spray, hair serum, and Medium Chain

Triglycerides (MCT) oil. Another reason for choosing this business is, he wants to make sure the business is sustainable towards his family even he no longer exists. In his heart, Ridzuan wants to make sure his business remains as a family business even though he no longer exists. In his heart, Ridzuan wants to make sure that his business remained as the family legacy although he is not around to lead the business. Besides, Ridzuan wants to see his companies in the future can provide employment opportunities to the society. Also, Ridzuan would like to see that his company can provide employment opportunities to the community in the future.

Ridzuan realizes that there is a business opportunity when he notices that there is tremendous arising awareness on health consciousness among the consumers in terms of proper nutrition. VCO is highly used in the health, cosmetic, and pet food industries. One of the products produced in the health industry, that is MCT oil is also known as a "premium product". The growth and demand for the business are growing globally. The VCO market is anticipated to expand at a rapid pace over the next few years due to rising public awareness for this product. Ridzuan exports the product to Brunei, Singapore, Thailand, Poland, and the USA.

Due to the characteristics of virgin coconut oil that will usually freeze at low temperatures, Ridzuan also recognizes that this is another opportunity for his company. Using jars instead of using regular bottles as the container would permit Ridzuan to expand the VOC product. In compliance with the procedures and procedures as defined by Islamic Law, the Halal Certification is still in the process of documentation to ensure the product reaches other Islamic countries. Here, Islamic Law is of importance to maintain that all ingredients used comply with the halal standard.

## 3.0 CHALLENGES

RVCOMS has to face many challenges during its start-up and growth phases that include pricing, channel members, human skills, optimizing search engines, and competitors.

### 3.1 Quality

The quality of the VOC depends on the process because the different processes will create a different grade of VCO. For example, the most expensive process is fermentation. Certificate of Analysis (COA) is a tool that applies to measuring the quality of VOC. Therefore, RVCOMS requires good quality VOC for its trading business. However, the price of VOC is always

fluctuating, and RVCOMS trading is in USD. To overcome the challenge, Ridzuan is able to cooperate with CIMB bank to create an account for RVCOMS to lock a price in USD. Therefore, despite price changes, Ridzuan will not suffer significant losses.

### 3.2 Channel Members

In a business particularly trading channel members is very important. As for Ridzuan, using channel members is to ensure the VCO products reach his customers on time. Channel members especially in Ridzuan's business are to ensure VCOs reach their customers within the promised time. Therefore, RVCOMS could not rely on only one supplier or one forwarding company because afraid of the late delivery of VCOs. If this happened, it would cause RVCOMS a great loss. Therefore, RVCOMS nowadays has more suppliers and forwarding companies to avoid delays in delivery such as from Indonesia, Vietnam, Philippines, and Thailand. At the same time, the quality of VCO that RVCOMS receives from the suppliers also not what as promised. However, RVCOMS could not do anything about that issue. RVCOMS Sdn. Bhd. must strengthen further the relationship with its suppliers.

### 3.3 Human Skills

RVCOMS sends its workers for training to enhance their skills in carrying out their daily tasks. Since the company deals a lot with international companies, Ridzuan feels that the mastery of English in daily communication with foreign business partners is of importance. Not only that, human skills in terms of marketing, persuading, and selling techniques are seen as essential for the company, thus human development is one of the strategies that need to be adopted.

### 3.4 Search Engine

To be more visible and prominent in creating awareness, RVCOMS will make sure that the company is always rank at the first top-level in search engine optimization. Ridzuan will engage with three different search engines at one time. Ridzuan is also active in LinkedIn as for networking platform and to enhance his contacts.

### 3.5 Competitors

In Malaysia, many companies are already in the virgin coconut oil market. RVCOMS Sdn. Bhd. has two major competitors in the VCO industry. The two major competitors are The Murdertop and Rainforest. RVCOMS Sdn. Bhd. owns only a 7% market share in the industry because the company is still new in the market and not well established in the market yet.

## 4.0 CHARACTERS IN BUSINESS

Ridzuan is also being assisted by his wife, Hazniza Zainuddin who is acting as the Managing Director of RVCOMS. She plays an important role in gaining sales as she possesses very good negotiation skills when dealing with clients/buyers. Ridzuan believes that his business can grow if he has more workers who are also good at negotiation. Hence, he employs Ikhwan Mokhzani Izman, a UiTM graduate to carry out his role as Sales Executive to assist Hazniza. Ikhwan has the potential to become Hazniza's second man in the company when it comes to sales negotiation with clients. He has to accompany Hazniza for all business discussions to enhance his skill. He needs to do so because currently he is also handling and managing all Bio Tropical Care range of products under RVCOMS Sdn. Bhd.

As the demand for VCO is increasing from time to time, Nor Hanisah Zulcaply and Munira Mohd Zain were brought in to the company to manage all the retails products. On the other hand, as Ridzuan is an expert in Information Technology (IT) and will always become the decision-maker based on facts and figures in the company, he hired one staff to manage the company's website. Annur Azlina Md Subahan, who graduated from UiTM with a Diploma of Computer Science, takes the responsibilities to manage and update the company's websites from time to time consistently. Ridzuan needs to have someone who can manage the website so that he could see the trend in the VCO industry. Last but not least, Farhana Nadhirah Azmi is appointed to manage the finance of the company to make sure the company is running smoothly.

## 5.0 EPILOGUE

Ridzuan aims that RVCOMS can stand strong in the market and can sustain in the long run although he is no longer around. He hopes that his company can offer more opportunities for job seekers and register RVCOMS for IPO. With the registration of the IPO, Ridzuan foresees the future of his business is more successful and stronger. Despite his aspirations, Ridzuan needs to overcome crucial elements that exist in his business. The utmost challenge is the pricing of the resources. The fluctuation of the price is much related to external factors in the global environment. VCO supplies appear to be one of the challenges as it is the main business activity of RVCOMS in selling the

product to its buyers. Not only that, but the quality of VCO should also need to be taken into considerations. RVCOMS needs proper planning to reduce or eliminate the risks of non-conformance quality standards.

As a start-up company, RVCOMS can capture more market opportunities not only locally but internationally as long as proper homework on documentations and policy standards of potential buyers at the international market being properly researched and looked into. This is to avoid forwarding issues and logistics that will affect the company's sales and profit. Apart from the external factors, the internal issues of the company that includes human skills and technical support to move the company further are the responsibilities of the founder. It is a challenge to apply continuous human development in terms of training and support and also teamwork in maintaining RVCOMS as the first ranking in search engine optimization.

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