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DIPLOMA IN OFFICE AND TECHNOLOGY MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP

SHAKLEE PRODUCTS (MALAYSIA) SDN. BHD

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Executive Summary

For this case study, I would like to summarize about Shaklee Product, a company that selling food supplement product. This company famous and familiar throughout Malaysia, various ages have tried this product. The main location of this company is quite strategic as it located at Selangor also a few branches at Kuala Lumpur, Penang, Perak, Kelantan, Johor and Sabah. Forrest Clell Shaklee was an American chiropractor, philosopher and entrepreneur. He founded the Shaklee Corporation with his sons. Dr. Forrest C. Shaklee's commitment of helping others live healthier lives began when he created the first multivitamin in the US over 100 years ago. Based on the observation made, I found this company product are free of artificial ingredients and harmful chemicals that consumer may find in competitive products, every single one of Shaklee products is gluten free and never test on animals and Shaklee Product cruelty free. Which mean they do not commit cruelty to animals as some products do. In addition, the company also manufactures products suitable for use of all ages, children to adults. A lot of consumer give positive feedback of this product include new customer. As a conclusion that can I make, by look at product manufactured using 100% natural and organic ingredients. I believe Shaklee Product are safe to consume and the company has also been trusted by the public.

1. Business Description

I would like to explain in more detail about Shaklee Products (MALAYSIA) SDN. BHD, among the explanations are as follows:

1.1 Business Background

The founder of Shaklee is DR. Forrest C. Shaklee. He started the Shaklee company in 1956 at the age of 61 and lived to see it turn into a Fortune 500 company in his 80s. He is a person with various talents and his experience has shaped his vision to create the philosophy and vision of Shaklee "Better You Better World". Shaklee's current CEO is Roger Barnett. Among the reasons why he wanted to lead the Shaklee company was because he loves this marketing concept and believes it is the way of the future. His goal is to make this company being no.1 in the world. Home Office of Shaklee Products in Malaysia located at Level 1 & 2, Sunway Geo Tower, Jalan Lagoon Selatan, Bandar Sunway, 47500 Subang Jaya, Selangor Darul Ehsan.

In year 1915, Dr. Shaklee developed a technique to extract nutrients from food called "Vitalized Minerals". In 1960-1961, Shaklee introduced the Basic-H organic concentrated cleanser, one of the first biodegradable, non-toxic cleansers. Shaklee created one of the first soy - based instant protein supplement formulations and is now known as ESP. Next, in year 1972 and 1977, Shaklee introduces the first biodegradable laundry detergent without phosphate, nitrate or borate, Get Clean Laundry. Shaklee is listed on the New York Stock Exchange. In 2013 and 2014, Shaklee introduced CoQ Health Plus, which can help support a healthy heart and overcome the problem of cardiovascular disease. Shaklee introduced Phytocol - ST, helping to control cholesterol levels naturally.

Moreover, Shaklee is among the Multi-Level Marketing (MLM) Companies that follow sharia guidelines. The establishment of Shaklee is to promote natural, safe and high quality health. The commission given to members for each seller and its dropship members must be clear. Shaklee practices Al-Ju'alah is a contract that promises the payment of wages to the party who succeeds in producing a result desired and required by the person who promised that is Al-ja'il. Shaklee Corporation has over 100 years in the business industry. This proves that it is a strong company because it is not easy to stay in an industry that is always challenging. It has given the

opportunity to succeed in life to millions of people around the world in enjoying the results of a lifetime of business.

1.2 Business Achievement

Shaklee's annual revenues are \$10-\$100 million. Shaklee is the recipient of a prestigious environmental award for the following awards:

- I. In year 2001: Governor of Economic and Environmental Leadership Award- Certificate of Appreciation from the California Environmental Protection Agency.
- II. In year 2002: Environmental Protection Agency Award for Climate Protection.
- III. In year 2003: National Environmental Excellence Award from the National Association of Environmental Professionals.
- IV. In year 2007: American Global Green Organization Design Award.
- V. In year 2008: Stevie Award for Best Corporate Responsibility to the Environment Program.

Dr. Forrest Shaklee founded the Shaklee company on the principle of living in harmony with nature. We are the first company in the world to be recognized as Climate Neutral™ where we have neutralized carbon emissions without harming the environment. Shaklee has planted nearly 800,000 trees for the A Million Trees campaign. A Million Dreams™ in collaboration with the holder of The Green Belt Movement founded in 2004 and Nobel Peace Laureate Dr. Wangari Maathai. In the last year alone, Shaklee has been successful:

- I. Recycling over 1,000,000 pounds of cardboard paper
- II. Eliminate 10,200,000 pounds of packaging waste
- III. Eliminate 23,000,000 pounds of greenhouse gases

Furthermore, in year 1982, Shaklee becomes the Fortune 500 Company, in 1993 Shaklee supplier to NASA with a rehydration drink, Performance Drink specially formulated for astronauts called Astro Aide. Also, in 1996, Shaklee helps world-class athletes lift 8 gold medals in Atlanta and in year 2000, Shaklee becomes the first company in the world to obtain a Climate Neutral Certificate that offsets carbon dioxide emissions where it produces zero impact on the