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**FACULTY OF APPLIED SCIENCES
BACHELOR OF SCIENCE (HONS) PHYSICS**

**TECHNOLOGY ENTREPRENEURSHIP
(ENT 600)**

CASE STUDY

“D’HEALTHY HERBS SDN BHD”

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There are a lot of challenges that we have to face such as finding the right successful entrepreneur for interviewing. This is because we want to show how D'Healthy Herbs Sdn Bhd managing their business. Besides that the reason why we choose D'Healthy Herbs Sdn Bhd as our topic because we want to get more information about how D'Healthy Herbs Sdn Bhd works by expanding their business and make profit out of it.

Through this acknowledgement about D'Healthy Herbs Sdn Bhd, we manage to deeply know how the business can produce or expanded their product.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful for the effort and initiative that they have shown in our project until we successfully completed our business plan. Thank you.

2.0 INTRODUCTION

The term 'entrepreneur' originates from the French word 'entreprendre' which means "to do something" (Swedberg 2000) or "to undertake" (Kuratko & Hodgetts, 2001). It was first introduced by Richard Cantillon, an Irish banker in Paris, through his essay 'Essai sur la nature du commerce' (1755) which was published twenty years after his death (Grebel, Pyka & Hnucsh, 2003). Cantillon advances the arguments that entrepreneurs are economic agents who have the foresight and willingness to take advantage of unrealised profit opportunities through buying and selling activities (Blaugh, 2000). It is entrepreneur who acts as the middleman to buy at a low price and sell at a higher price.

Entrepreneur is an individual who takes initiative to bundle resources in innovative ways and is willing to bear the risk and/or uncertainty to act. Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, physic and social risks and uncertainties, and receiving the resulting rewards of monetary and personal satisfaction. (Robert, 2010) . What makes a successful entrepreneur? It certainly helps to have a strong technological skills or expertise in key areas, but does not specify the characteristics of entrepreneurship. Instead, the main qualities are characteristics such as creativity, the ability to keep going in the face of hardship, and social skills needed to build a great team.

If you want to start a business, it is important to learn certain skills that support this quality. It is also important to develop entrepreneurial skills if you are in the role of work in which you are expected to develop the business so that you're set up for success. To be a successful entrepreneur, you must have high and maintain perseverance. You also able to draw lessons from rejection, as well as prevent it from damaging their self-esteem. The ability to withstand repeated rejection and disappointment is an essential part of an entrepreneur's makeup. Successful entrepreneurs are essentially, you must be able to deflect the rejection away from yourself and use it as a spur to fix flaws in your business ideas.

3.0 HISTORY OF DATO' ALIFF SYUKRI

ABOUT

Dato 'Aliff Kamarzaman Shukri was born on April 3, 1987 in Felda Kechau, Kuala Lipis, Pahang. He moved and took his education at the National School Jejaka, Selangor later enrolling at Telok Gadong Klang High School. After that, he studied at Kelantan. After graduating from school, he continued his studies in integrated school at Shah Alam until form 5 and continuing his education to Taylor College. "Terlajak Laris" is the famous tagline for D'Herbs. Aliff Syukri, the director and founder of D'Herbs Healthy Sdn Bhd prove that age is not a factor for people to strive their way to success. He is the son of Puan Rozita Ibrahim, founder of Sendayu Tinggi Holding Sdn. Bhd. Whoever thought that D'Herbs which is used to be found in supermarket are being laud in by Malaysian. Being a successful businessman at a young age is not as simple as it look. Moreover, the business field that he pursued are mostly done by women. The motivation that motivates him to keep striving in changing his life for a better future without giving up is from the hardship that he had been through when he was a kid. (Successfull People in Malaysia, 2016)

EARLY LIFE

Before he starts his business, he had to go through a hard experience in his life. As a beginner, he try to take a personal loan from the bank for his business capital. He send the proposal to the bank although he didn't get the loan. He tried very hard to make the bank to give him the loan to start the business. But after many attempts, the proposal was still not approved by the bank. Then, he started the business by opening the stall at a night market. There, he try to make money by promoting his product to everyone. His good communication skill made the people wanted to try and buy his product.

By using the slogan 'Terlajak Laris' D'Herbs has become a brand that gained a place in the hearts of consumers all over Malaysia, Singapore and Brunei. He aimed to become one of the famous cosmetic brand in Malaysia and neighboring countries, and also famous globally. Now, we can see that there are many promotion in newspaper, television, and internet about this product.

The year 2012 was the peak year for D'Herbs products in which they have under Labels Private Limited company and have developed the business by moving to 4-storey building belonging to the company in which is more strategic and comfortable to run his business. With this, the company was able to convince all stock lists and distributors to sell and market the product D'Herbs to rapidly widespread his products throughout Malaysia.

D'Herbs has also opened a company called Aliff Herbs Manufacturing Sdn.Bhd where the company is dedicated to the manufacture of health and beauty products. They are also welcoming other companies who are interested to produce products under the company's facilities and provide service from the beginning until the end of production of a product including the production and design products according to customer satisfaction.

ACHIEVEMENT

D' Herbs Healthy Marketing was established in September 2010 where it only operate in level 2 lot store with only one worker by selling four main product which is foundation, sliming product, women's health drink and lips treatment lipstick.

D'Herbs now have become a brand that manage to capture the hearts of many consumers in Malaysia, Singapura and Brunei. Now Dato' Aliff Syukri own his factory Herbs Sdn Bhd, which are for producing health product and beauty that gives other company to produce their product under his name. Today he had reached more than 6,000 dealers. After two years of operation, now D'Herbs continues to produce more than 30 types of cosmetic product and health care. D'Herbs Holdings (M) Sdn Bhd have been chosen to accept an award of 'Putra Brand Awards 2015 Bronze". It is an award that was given to the product which is recognized by the public. (Successfull People in Malaysia, 2016).

Seeing the potential of cosmetic industry that had big potential, Dato' Aliff Syukri assured that his products are increasingly recognized by customer from around the country due to the requests he received that keep increasing day by day.