



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

CASE STUDY:

HAI-O ENTERPRISE BHD



MUHAMMAD NURHAZIM BIN AZMAN

2019291858

AD1184A

RAJA ATTIK ARIFUDDIN RAYA ARIFF



## **TABLE OF CENTENT**

<b>NO</b>	<b>TOPIC</b>	<b>PAGE</b>
1.	COVER PAGE	1
2.	TABLE OF CONTENT	2
3.	BUSINESS DESCRIPTION 2.1. FOUNDER BACKGROUND 2.2. HAI-O BACKGROUND 2.3. PRODUCT FOR SALE 2.4. MARKETING STRATEGY	3-7
4.	ENTREPRENURIAL DESCRIPTION	8
5.	APPENDICES	9

## **1. EXECUTIVE SUMMARY**

Hai-O Enterprise Sdn Bhd is a large company in the business world in Malaysia. Hai-O is the parent to 28 other subsidiaries. Among the well-known is Hai-O Marketing which implements multi-level business (MLM). Hai-O Enterprise has been operating in Malaysia since 1976 in the field of traditional Chinese medicine, medicinal wines and health products.

In 1996, the company was successfully listed on the Second Board of the Kuala Lumpur Stock Exchange Index and in 2007 it entered the Main Index Board of the Kuala Lumpur Stock Exchange.

As of October 2008, Hai-O has successfully produced nearly 200 millionaire entrepreneurs in MLM through Hai-O Marketing. Markets quality products and obtains SuperBrand and ISO 9001 recognition.

## **2. BUSINESS DESCRIPTION**

### **2.1. BACKGROUND OF THE FOUNDER**



Mr. Tan Kai Hee is one of the founders, main policy and decision-makers of the Company. Mr. Tan, a well-known businessman has more than 40 years of commercial experience in the trading business.

Apart from managing the Company's business, he is also an active social worker involved in community work for the past 40 years. Mr. Tan is the founder of the Malaysia-China Friendship Association (PPMC: Honorary Life President, Malaysia-China Chamber of Commerce (MCCC: Honorary President), Malaysia-China Culture & Arts Association (PKKMC: Advisor), and Vice President of China-Asean Business Association, Malaysia (CABA). Mr. Tan is also a Director of the Malaysia China Business Council (MCBC) and an advisor to the Federation of Chinese Physicians and Medicine Dealers Association of Malaysia (FCPMDAM).

In 2014, Mr. Tan has sponsored the formation of Yayasan Usman Awang, a non-profit organisation which honours the literary works of Malaysian National Laureate Dato' Usman Awang.

Mr. Tan was appointed to the Board on 30 August 1975 and was appointed as Group Executive Chairman on 1 February 2016. He is the Chairman of the Employees' Share Option Scheme (ESOS) Committee. He is a Director in Hai-O Raya Bhd. and also holds directorship in several private limited companies.