



## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

# **MYDIN**

### **CASE STUDY :**

MYDIN MOHAMED & MYDIN MOHAMED HOLDINGS BERHAD

### **FACULTY & PROGRAMME :**

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

CS110 DIPLOMA IN COMPUTER SCIENCE

### **SEMESTER :**

SEMESTER 4

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## **EXECUTIVE SUMMARY**

The case study is important for evaluating the company's background, analysis and difficulties as well as the alternatives presented by management. Face-to-face interviews with company management through phone call and reviews from customers who have previously purchased and experienced the products were used to study the analysis. However, because we are in PKP, my case study is individual. So, I have already decided on the products in internet.

Mydin Mohamed Holdings Berhad, a company that transform from a small family business to emporium and it is now going into the hypermarket chainsystem. Mydin has made their name in Malaysia but not overseas. Mydin sell local and overseas products at affordable prices and cater to a large segment of the Malaysian population. In the hypermarket industry, having the right technology is the key that allows a business to grow, make profit, and successfully compete in the market. Mydin has to provide its products at the right time and at the best price to their customers, whilst ensuring excellent service. Getting information to people at the right time is as crucial. Mydin's top priority is to ensure the consistency of flow of communication in their supply chain network, from the suppliers, to logistics and warehouse, to the ground staff and management team. Also, Mydin is a wholesaler that meet all consumers' demand in one building that certainly save their time.

The success of Mydin Mohamed Holdings Berhad in this entrepreneurial industry would certainly not be possible without the strong entrepreneurial traits in Mr. Mydin Mohamed as the CEO of the company. Among the characteristics of entrepreneurship are effort, foresight, conclusiveness and integrity and reliability. Young entrepreneurs now should make Mr. Mydin's success and determination in seizing opportunities and taking risks in growing the business. Despite being limited by limited capital, Mr Mydin's patience made him strong enough to keep moving forward with his business. As a result, he was able to raise more capital and was able to add more outlets to his business and buy business assets that cost a lot of money. The attitude of the MYDIN family that does not take shortcuts to achieve success should be used as a motivating factor for all individuals, especially entrepreneurs. For the MYDIN family, the bittersweet experience they received while managing the business is what taught them a lot to stay strong in this industry. This is very much in line with the quote "The only source of knowledge is experience" by Albert Einstein.

## ENTREPRENEUR PROFILE

### 1.1 Entrepreneur Background



MYDIN MOHAMED BIN GHULAM HUSSEIN



DR HAJI AMEER ALI MYDIN

Tuan Mydin Mohamed bin Ghulam Hussein (1928–1 August 2016) was an entrepreneur, executive and pioneer in the Malaysian retail industry. He founded the Mydin supermarket in 1957 in Kota Bharu, Kelantan which started as a wooden shop and has now grown into the largest local supermarket chain in Malaysia. He died at the age of 88 due to old age at Pantai Hospital, Kuala Lumpur on August 1, 2016. He also had diabetes, but it was not serious and often underwent medical check-ups at the hospital. He leaves a widow, Rowshan Bhai and seven children including his second son, Ameer Ali Mydin who is the Managing Director of Mydin.

He is the second child of the founder of Mydin supermarket, namely Tuan Mydin Mohamed bin Ghulam. He holds a Master of International Business from Sonoma State University in California. From a young age, he received his education and teachings from his father in business. According to Datuk Wira Dr Ameer Ali, his father, Tuan Mydin Mohamed taught him a lot to be more disciplined, diligent, punctual, frugal and to practice honesty in business. No wonder when asked about the secrets of success, these principles are said to be the catalyst for the success of his life and business. He added that the attitude of "don't be afraid to make changes" is also applied so that a business can continue to thrive and not be stuck for a long time.

## 1.2 Background of Business



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When it comes to wholesale supermarkets in Malaysia, everyone must mention the name of MYDIN. This is because MYDIN is one of the popular wholesale supermarkets among retailers. The history of MYDIN actually dates back to before independence. The first MYDIN store was opened in Penang by Tuan Ghulam Hussein Jamal. After their family owned shop in Penang caught fire during the Second World War, Tuan Mydin Mohamed, who was his son has opened a small shop in Kota Bharu known as Syarikat Mydin Mohamed. At the time, the store was selling toys and general merchandise.

Tuan Mydin started his business without help from anyone, including government agencies. It all starts with the result of your own sweat points. Later, with the help of his closest children, Tuan Mydin began to expand his business to Kuala Terengganu around 1979 and Jalan Masjid India at Lembah Klang in 1989. From there, MYDIN Company became known to the community, successfully opening hundreds of shops and supermarkets. and franchises across the country. From a small shop, MYDIN Company has now become the largest wholesaler and retailer in the country, with over 95 branches nationwide. Apart from that, MYDIN's business network has also expanded into different types of businesses with the presence of hypermarkets, emporiums, department stores, mini-supermarkets and bazar. This diversification based on the needs of the local population, has generated a profit of more than RM1.6 billion a year.