



FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP



CASE STUDY

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1. EXECUTIVE SUMMARY

We gained a lot of new information about businesses in the real world by the end of the case study. We also had the opportunity to evaluate the performance of the business using the SWOT analysis, which consists of strengths, weaknesses, opportunities, and threats. Personal online interview session with the company's owners via Google Meet, as well as reviews from people who have already purchased and tasted the products, were used to conduct the analysis. However, as we're in PKP, my case study is unique. So I've by now decided on the products in Google.

This research is about a company based in Pengkala Chepa, Kelantan that is Syarikat Muda Osman Sdn. Bhd. The researcher conducts this study in order to learn so much about who created Syarikat Muda Osman. Besides that, the researcher is also interested in learning more about the products sold by Syarikat Muda Osman and how the company marketplaces itself. The researchers also were able to learn about the company's strategy for gaining consumer trust through this study.

The positive nature of entrepreneurship in the business allows the company to benefit the most customers. Syarikat Muda Osman's hard work has earned them a reputation for producing high-quality, competitive products. This has enabled the company to remain in the bookstore industry for an extended period of time. The researcher just used secondary sources from online resources in this study. Then, the researcher started this research after implementing a web search on the relevant website.

2. ENTREPRENEUR PROFILE

2.1 Entrepreneur background

The late Haji Muda Osman founded Syarikat Muda Osman Sdn Bhd (SMO) in early 1939. Beginning with the retail, wholesale, and distribution of various types of books and stationery, the company has expanded into the distribution and marketing in the Pasir Mas district.

Next, Haji Muda Osman planned to expand his business to Kota Bharu, while also passing it on to his children, Haji Hassan, Haji Othman, and Haji Yusoff. Syarikat Osman Muda has grown into one of the most successful indigenous businesses under their management and administration.

The struggle of this family business is now being carried on by the third generation, namely Haji Muda Osman's grandchildren, Tuan Haji Ahmed Azim Othman, Tuan Haji Noor Hisham Yusoff, and Tuan Haji Ahmed Azim Othman.

2.2 Background of Business



Late Haji Muda Osman founded Syarikat Muda Osman (SMO) in the year 1939. Beginning with the retail, wholesale, and utilization of various types of books and stationery, the industry has increased into the marketing and promotion of tobacco products in the Pasir Mas townships. In November 1999, SMO agreed to leave the tobacco distribution business.

Under Haji Hassan, Haji Othman and Haji Yusoff management and administration, Syarikat Osman Muda has grown into one of the most profitable and quite well local companies. SMO has purposefully planned to increase its book and stationary business by opening new branches throughout the states of Kelantan and Terengganu. Currently, the SMO operates a number of book and stationery stores throughout the state, including Kelantan in Kota Bharu, Pasir Mas, Pasir Puteh and other state.

SMO is also a major supplier of educational textbooks from primary school to secondary schools and institution of higher learning in Kelantan. Furthermore, the SMO is a sponsor of a number of Kelantan's Book Fair which is an annual festival organised by the Jabatan Pelajaran Kelantan dan Persatuan Perpustakaan Sekolah Kelantan (PUSTAKA).

Last but not least, SMO currently has 16 branches, one of which is located in Kubang Kerian, with the address PT 1606, Jalan Persiaran KK6/1, Kubang Kerian, 15200Kota Bahru, Kelantan, Malaysia. SMO at Kubang Kerian first opened its doors in December 2013. SMOs sold a variety of books, including fiction, nonfiction, magazines, novels, and stationery.