



اَوْنَبُوْرُ سَيِّدِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

DEWINA FOOD INDUSTRIES SDN BHD

FOOD AND SERVICE PRODUCTS

PREPARED BY

FACULTY & PROGRAMME: FACULTY ART & DESIGN (AD111)

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EXECUTIVE SUMMARY

The manufacturer of Brahim's products, Dewina Food Industries Sdn Bhd was founded in 1986 by its Managing Director, Datuk Haji Ibrahim bin Haji Ahmad Badawi, a former university lecturer and specialist in food and agricultural consultancy and research, together with Mr. Tatsunobu Abe, a Japanese Entrepreneur.

In its initial years of operation, DFI was better known as a supplier of military rations to regional armies and the United Nations Peacekeeping Forces, due primarily to the unique features of its retort pouch products.

Brahim's gradually gained steady commercial market presence and strong brand awareness within Malaysian and regional markets. Production capacity was increased to meet growing demands.

BUSINESS DESCRIPTIONS

i. Introduction of Entrepreneur.



Nationality/Age: Malaysian/70

Date of Appointment: 15 May 2008

Length of Service (as at 28 February 2017)

- Datuk Ibrahim Hj Ahmad Badawi is the founder and now the Executive Chairman of Dewina Holdings Sdn Bhd. He holds a Master degree in Food Technology (1974) and a Diploma in Agriculture (1969).
- Datuk Ibrahim founded Dewina Food Industries in 1986 and has since been honoured with the ‘Anugerah Usahawan’ (Entrepreneurship Award) in 1993 and with a Datukship in October 2002.

ii. Company History.



Since its inception in 1986, Dewina Food Industries Sdn Bhd, through its brand name Brahim's, has been the leading authority of premium quality instant retort pouched foods in Southeast Asia.

For many years, Brahim's has the reputation of unsurpassed quality and innovation for convenience foods. Among the achievements are the Industry Excellence Award for Product and Export by the Malaysian Ministry of International Trade and Industry

(MITI) in 1994, Highly Commendable Product Malaysian Institute of Food Technology in 1997, Best Product Awards by Malaysian Institute of Food Technology in 1994 and 2003, and the Gold Excellence Award in 2004 in London.

Dewina Food Industries’ production plant was awarded the Quality Management System Certification in 1994. In addition, all Brahim’s products are certified halal by the Jabatan Kemajuan Islam Malaysia (JAKIM), complete with the Veterinary Health Mark from the Department of Veterinary Services, Ministry of Agriculture Malaysia.

Brahim’s products use only carefully selected spices and fresh ingredients for use in hygienically packaged retort pouches, resulting in high-quality, deliciously fresh tasting meals. The packaging materials used and unique retort sterilization process protects the products from harmful UV rays and light oxidation, allowing the storage of products for 24 months at room temperature without the use of preservatives.

iii. Product

- Logo of Brahim’s



- Packaging of Brahim’s Products

