



ENT300 - FUNDAMENTAL OF ENTERPRENEURSHIP

ASSIGNMENT TITLE: CASE STUDY

ENTERPRENEUR: DATO' ALIFF SYUKRI

COMPANY: D'HERBS HOLDING

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Executive Summary

I had chosen the Dato Aliff Syukri company, Dherb's Holding for my assignment. As we know, Dherb's Holding own by Dato Aliff Syukri and his wife Datin Syahida. D'herbs holding

is one of the health and beauty company. They produced beauty and health product like supplements, lipstick, foundation and others. D'herbs holding is a big company. There are many challenges to build the D'herbs holding that Dato' Aliff faced but he determined to make sure that the company will operate smoothly. D'herbs holding started the business with only four products. Now, d'herbs holding have around 30 beauty and health products. D'herbs Holding is now known to everyone.

Company Background



D'herbs Holding (M) Sdn.Bhd. is company owned by Dato Alif Shukri and Datin Syahida. The company was established on December 08, 2011 which is open with only in lots of shop at 2nd floor only with one employee and four main product which is foundation, slimming products, drink women's health and treatment lipstick. D'herbs Holding produce health product and beauty to consumer include Malaysia, Singapura and Brunei. The head company office at Petaling Jaya. The company has produced a wide range of health and beauty products. Dherb's Holding aims to become one of the famous beauties and health company in Malaysia.

D'herbs Holding (M) Sdn.Bhd. also had their growth strategy which is new geographical market, new demographic market and new product use. D'Herbs products are manufactured in its own factory, Aliff HerbsManufacturing Sdn Bhd. dato aliff syukri uses 100% natural herbal ingredients in creating a product. The price of product also reasonable to consumer for buy. Dato Alif managed to produce his first product, lipstick, using all his savings even though he knew that there was a risk of failure. D'herb holding is known by its slogan which is "Terlajak laris" that attracted more people to buy their product. D'herbs holding started with four products but now, d'herbs holding produce more health and beauty related products. Now, D'herbs Holding (M) Sdn Bhd have been chosen to accept an award 2015 Bronze. D'herbs holding have gained the trust of customers to buy and use its

products. They are many stalls and shops selling the d'herbs product. The price of D'herbs product is starting from RM15 that's the suitable price for consumers to buy it. After two years, d'herbs holding continue manages and produces another 30 types of cosmetic and health product to make sure that the consumer will get the benefits. Dato Aliff syukri is good in marketing, he always used himself to promote about his product. Their product also advertised in any social media, television, newspaper and sponsorship.

Entrepreneur Background