



اَوْبِنُوْ سَيِّدِي تَيْكُوْلُو كِي مَارَا  
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FUNDAMENTALS OF ENTREPRENEURSHIP  
(CASE STUDY)

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## EXECUTIVE SUMMARY

For this study, I choose Hup Seng Industries Berhad (HSIB) company. I choose this company because this company is one of big company in Malaysia. Hup Seng Industries Berhad (HSIB) is a Malaysia-based investment holding company. The company's subsidiaries make and sell biscuits and coffee mix, as well as trade in biscuits, confectionery, and other foodstuff. The company is divided into three segments: biscuit manufacturing, beverage manufacturing, and trading division. The biscuit manufacturing segment is involved in the production and distribution of biscuits. The beverage manufacturing segment is in the business of producing and distributing coffee mixes and other foodstuffs. The trading division is in the business of selling and distributing cookies, confectionery, and other food products. Special Cream Crackers, Marie Biscuits, Coffee Marie Biscuits, Coconut Cookies, Butter Cookies, Peanut Butter Sandwich, Lingo Assorted Biscuits, and Fancy Assorted Biscuits are among the products offered by the company. I get all this information by research in internet. Hup Seng Industries Berhad is easy to get information from the internet because it is a famous and big company. In this study, it is going to identify entrepreneur profile of Hup Seng Industries Berhad and highlight the entrepreneurial competencies of the company.

## ENTREPRENEUR PROFILE

Hup Seng Industries Bhd. (HSIB) was established on 4 October 1991 and listed on Bursa Malaysia Securities Berhad's Main Board on 2 November 2000. Hup Seng Perusahaan Makanan (M) Sdn. Bhd. (HSPM), Hup Seng Hoon Yong Brothers Sdn. Bhd. (HSHY), and In-Comix Food Industries Sdn. Bhd. are the three subsidiaries of HSIB (In-Comix). HSIB is an investment holding company whose subsidiary companies produce and sell crackers, cookies, and confectionery food products.

Hup Seng Industries Berhad (HSIB)'s mission is to produce quality fast moving consumer products and their vision is to be market leaders in fast moving consumer products. The company's possession is ISO 9001:2000 accredited. With 69 agents in 40 countries, Hup Seng sells its goods in Asia, Africa, Oceania, Europe, and North America. Also operates as a parent company of Hup Seng Hoon Yong Brothers Sdn. Bhd, which is engaged in sales and distribution of biscuits, confectionery and other food stuff, Hup Seng Perusahaan Makanan Sdn. Bhd, which is involved in the manufacturing of all its products from a factory located in Tongkang Pecah, Batu Pahat, and Johor. Hup Seng Hoon Yong Brothers Sdn. Bhd. (HSHY) distributes the Group's goods in the Klang Valley, Kota Bahru, Kuantan, Ipoh, Butterworth, and Alor Setar. Other distributors can be found in both West Malaysia (Kuala Lumpur) and East Malaysia (Tawau, Sandakan, Kuching, Bintulu, Miri, and Sibul).

Hup Seng Industries Bhd. (HSIB) started from 1950. The Kerk family from Batu Pahat started a business selling crackers, cookies and biscuits by vans around towns. In 1958, Hup Seng started research and development to bring biscuit lovers the best biscuit one can taste. Hence, we started producing the Ping-Pong crackers. The name "Ping Pong" derives from the success of China being the champion of the World Table Tennis Championship that year. The crackers have been widely loved by Malaysians, leaving a significant impact across generations. After that, in 1964, When they opened their first production plant at Batu Pahat over 50 years ago, they never anticipated what sharing their love of making "Ping Pong" crackers. They built and expanded their production capacity to meet the demands of their biscuit lovers in 1980. In 2000, Hup Seng Group officially listed as Hup Seng Industries Berhad in KLSE. Finally, in 2005, Hup Seng Group Acquired the In-Comix beverage factory. Today, their biscuits are enjoyed internationally by their consumers in over 60 countries. They have branches all around Malaysia locally. The Kerk's family love what they do in Hup Seng, they have gone through generations and they are constantly creating more delicious and tasty products to their consumers.

Today, Hup Seng Industries Berhad is headed by Y.BHG. Dato' Keh (Kerk) Chu Koh, Malaysian aged 78, Chairman of the company. He was born on 12 October 1943 at Kuala Lumpur, Malaysia. On 4 October 1991, he was elected to the Board of Directors, and on 3 August 2000, he was appointed Managing Director. He was subsequently renamed Chairman on February 1, 2003. On October 13, 1974, he was named Deputy Managing Director of Hup Seng Perusahaan Makanan (M) Sdn. Bhd. ("HSPM"), and on April 1, 1977, he was named Managing Director. On April 21, 1977, he was named Deputy Managing Director, and on January 1, 1990, he was named Vice Chairman of Hup Seng Hoon Yong Brothers Sdn. Bhd. ("HSHY"). Kuo Choo Song and Kerk Chiew Siong are his brothers, and Kerk Chian Tung, Teo Lee Teck, and Kerk Kar Han are his uncles. He does not have any conflict of interest with the Company except for certain recurrent related party transactions of revenue or trading nature that is necessary for day-to-day operations of the Group. He has no convictions for any offences over the past 10 years.

He is in charge of the Group's strategic business planning and production development, which includes the construction of various production facilities in the Group's plant, as well as the research and development team, which is responsible for the development of new biscuit varieties. He contributed in obtaining the Certification of HACCP (Hazard Analysis Critical Control Point) & BRC (British Retail Consortium) for HSPM in year 2008 and ISO 22000:2005 in year 2012, to ensure that product safety and quality are in line with global standard. He travels abroad extensively to keep abreast with the latest developments in the biscuits manufacturing industry and to assess new market prospects for the group.

However, his brother also become the board directors in this company such as Kerk Chiew Siong, Malaysian aged 68, became a member of the Board of Directors on 4 October 1991 and was appointed as an Executive Director on 3 August 2000. His position as Executive Director was redesignated to Non-Executive Director on 1 February 2003. On 17 August 2006, he then became the Non-Executive Vice Chairman of the Company. He was appointed as the Director of HSPM on 12 March 1981 and then as an Executive Director on 1 January 1990 before being redesignated as Vice Chairman on 1 February 2003. He became the Chairman on 10 July 2018. He was appointed as Director of HSHY on 15 February 1988 and then became the Deputy Managing Director of the same on 1 January 1990 before being redesignated as Executive Director on 1 February 2003. Subsequently, he was redesignated to Managing Director on 1 July 2016. He is the brother of Kuo Choo Song and Y. Bhg. Dato' Keh (Kerk) Chu Koh, and uncle of Kerk Chian Tung, Teo Lee Teck and Kerk Kar Han. He does not have any conflict of interest with the Company except for