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CASE STUDY

MR. DIY

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EXECUTIVE SUMMARY

This business is based on entrepreneurship and research of Tan Yu Yeh or known as Mr. DIY. He is the Executive Vice Chairman and Non-Independent Executive Director. Tan Yu Yeh can we put him as role model in business because he brings a great brush is not easy to give up and keep moving forward and brings his business MR. DIY to another level of achievement and being a stable store. In this research studies, I want to peel about success business man and a few things that we need to know behind the success of a business man and his company. The pain and the hardships that has to been faced by Tan Yu Yeh before the success and become the billionaire.

BUSINESS DESCRIPTION

1.1 Business Background

In the beginning, Mr. DIY started open one small home hardware store on Jalan Tuanku Abdul Rahman in July 2005. If we can see at the time its just a normal home hardware store like any other store. But who knows it will be the among the advance hardware store in Malaysia.

The vision of Mr. DIY store is to be the largest home improvement retailer in Malaysia and Brunei. While the mission is To create a globally recognised retail brand. To offer diverse retail experience catering for different customer segments. To maintain wide variety, good quality and value for money; holding through of our Company's motto "ALWAYS LOW PRICES".

Starting with only hardware in the store now In each store, MR.DIY provides a broad range of over 16,600 items in ten categories: Hardware, Household, Electrical, Furnishing, Car Accessories, Stationery & Sports, Toys, Gifts, Computer & Mobile Accessories, and Jewellery & Cosmetics. The majority of MR.DIY stores are about 10,000 square feet in size, allowing for a pleasant and healthy family shopping experience. Every year, MR.DIY serves more than 80 million customers through Malaysia and Brunei, as well as via our online shop.

But today, the MR.D.I.Y store provides a more attractive modern shopping environment, where all household necessities can be easily found under one roof. Mr. DIY practice the concept by opening a hardware store inside the mall. It is the first hardware that open in mall. Tan Yu Yeh dare to take on the challenge by being the first hardware store that open in the mall. It has become the largest home appliance retailer in Malaysia and now has 5,000 branches nationwide, some in Brunei and Indonesia.

Now, Mr DIY also being leader in Malaysia's home improvement retail sector and with an estimated 29.1 percent market share by sales in 2019, Mr DIY is the strong market leader in Malaysia's home improvement retail industry. Its 640 outlets, as of September 6, 2020, comfortably outnumber its nearest rival, One Stop Superstore Sdn Bhd's 83. Mr DIY is one of Malaysia's first home improvement chain stores, with the widest range of product categories in the country.

1.2 Business Milestone (or) Business Achievement

The profitable corporation had already segmented their ads into different groups. Now we can see if we go every state we can see the Mr. DIY store. There is a lot of achievement that Mr. DIY achieve. First, on 2014, MR. DIY got awards “Anugerah Kedai Harga Patut” from KPDNHEP. It fits to the motto “Always Low Price”. The on 2015 Mr. DIY won two awards which is Philips Lighting 2015 Top 10 Champion and also WD-40 Retail Category Achievement award.

Then on 2016 Mr. DIY once again got award from KPDNHEP “Kedai Harga Patut 2016”. On the next 2 years MR. DIY won 2 awards again which is Faber-Castell Malaysia Outstanding Performance in year 2017/2018 and get World Branding Awards-Retailers- Home Improvement Category (National Tier): Winner. On 2019 they get BrandLaureate in Retail Home Improvement 2018/2019 and also World Branding Awards-Retailer-Home Improvement Category (National Tier) : Winner and the latest award on 2020 which is Frost & Sullivan Best Practices Award 2020- Malaysia Home Improvement Retail Market Leadership Award and lastly World Branding Awards-Retailer-Home Improvement Category (National Tier) :Winner

Other than that, on early 2021 Mr.Diy announce that the initial public offering (IPO) of MR DIY Group (M) Bhd raised RM1.5 billion, making it the biggest in three years and the only one to break the billion-ringgit mark this year.

Mr DIY launched its dedicated e-commerce website, www.mrdiy.com.my, in June 2018. Third-party logistics service providers execute orders made via the marketplace. Customers may also opt to have their orders shipped to 84 stores in the Klang Valley, Johor, Perak, and Penang for “store-pickup” within 2 to 5 working days. Mr DIY plans to extend his "store-pickup" service to other Malaysian regions as online sales to residents in those areas develop.