



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**OFFICE MANAGEMENT (BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**SYARIKAT MUDA OSMAN (SMO) BOOKSTORES SDN. BHD.**

**FOUNDER: LATE HAJI MUDA OSMAN**

PREPARED BY: NOR MAISARAH BINTI MOHD HARUN

MATRIK NUMBER: 2019255586

GROUP: BA118/4C

PREPARED FOR: MADAM NUR HAZELEN MAT RUSOK

## TABLE OF CONTENTS

NUMBERS	TOPIC
1.0	EXECUTIVE SUMMARY
2.0	ENTREPRENEUR PROFILE
3.0	ENTREPRENEURIAL COMPETENCIES:  3.1 Sees and Acts on Opportunities  3.2 Problem Solving  3.3 Persistence  3.4 Use of Influence Strategies
4.0	APPENDICES

## 1.0 EXECUTIVE SUMMARY

First and foremost, the company that I had chosen as my main topic for this assignment was Syarikat Muda Osman Sdn. Bhd. (SMO) or now also known as SMO Bookstores. This company was established by late Haji Muda Osman in 1939. The business started with the retail, wholesale and distribution of various types of books and stationery, the company had been involved in distribution and marketing of cigarettes in the vicinity of Pasir Mas district.

The company's mission is to become Book and Stationary Shop Sequence that easy to visit, and having a shop near to you. Its vision is to become a Comfortable Book and Stationary Shop Sequence, and SMO as source knowledge for Malaysian from the area of distribution of cigarettes.

Latest progress, SMO already have 16 branches such as in Kubang Kerian, Pasir Mas, Pasir Puteh, Machang, Tanah Merah, Kuala Krai, Rantau Panjang and includes a branches in Jerteh, Terengganu. The company offers various types of books such as fiction books, non-fiction books, magazines, novels, and stationery. Plus, SMO is also a major supplier of education textbooks for primary schools, secondary schools and institution of higher learner in Kelantan.

## 2.0 ENTREPRENEUR PROFILE

Syarikat Muda Osman (SMO) Sdn. Bhd. was created by late Haji Muda Osman in 1939. It had been 82 years old for this company to produce product and service for their customer. Since then, it also had been such a long journey for this local company to last this long. The company was run by the family members who are Haji Muda Osman's sons, Tuan Haji Hassan, Tuan Haji Othman, Tuan Haji Yusoff and it also had passed the company to the third generation of the family who are Tuan Haji Ahmed Azim Othman, Tuan Haji Noor Hisham Yusoff dan Tuan Haji Ahmed Azman Othman.

Interesting facts about this company was that it had been involved in distribution and marketing of cigarettes in the vicinity of Pasir Mas district. Plus, this company also was run by local people and had been one of most successful local company in the country. Malaysia should be proud to have this company

Next, Haji Muda Osman was to expand his business to Kota Bharu which at the same time this business has been passed on to his children which are Haji Hassan, Haji Othman and Haji Yusoff. Under their management and administration, Syarikat Osman Muda has grown into one of the successful indigenous companies and well known and also has been recognized their ability and credibility of the financial aspects.

In line with the rapid expansion of business, the Syarikat Muda Osman was incorporated on August 25, 1987. The upgrading of this business is to recognize family members which have a qualified in business administration and then lead the company in business management books and cigarettes.

In 1998, despite the economy being depressed SMO has increased its authorized share capital from RM500, 000.00 to RM5, 000,000.00 paid-up capital of RM165, 003.00 to RM1, 005,003.00. This shows a positive sign in terms of performance, business capabilities and financial stability.

SMO has been recognized as the sole distributor of Dawama Sdn. Bhd. for books published by Dewan Bahasa dan Pustaka in the state of Kelantan as well as a number of publishers who is no stranger among readers which are Sasbadi, Pelangi, Oxford, MPH, Pearson,

Utusan Publications and others. SMO is also a major supplier of educational textbooks to schools and institutions of higher learning in Kelantan. In addition, the SMO is a sponsor to a number of Kelantan's Book Fair, an annual event organized by the Jabatan Pelajaran Kelantan dan Persatuan Perpustakaan Sekolah Kelantan (PUSTAKA) to promote the books as well as promote a culture of reading among students and children at all ages.

### **3.0 ENTREPRENEURIAL COMPETENCIES**

Entrepreneurial competencies refer to the characteristics that should be possessed by successful entrepreneurs in order to perform entrepreneurial functions effectively. There are 13 types of entrepreneurial competencies such as initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality of work, commitment to work contract, efficiency orientation, systematic planning, problem solving, self-confidence, assertiveness, persuasion, and lastly use of influence strategies. In this report, I would explain only four characteristics which are sees and acts on opportunities, problem solving, persistence and use of influence strategies.

#### **3.1 Sees and Acts on Opportunities**

This characteristic should be in successful entrepreneurs to always look and take action on opportunities that given. It is important to make your business grow further and wider while making more achievements for your company. For example, they could seize unusual opportunities to obtain financing, equipment, land, work space or assistance.

This characteristic had been applied by SMO Bookstores company in order to develop their business wider so that the user could take advantage from their product and service. Besides, in this business retail, important point that they needed to look seriously was location of the shop. They need to find strategic place to build their shop. It is important for customer in order to find the place and buy the product