



اَوْنَبُوْرُ سَيِّتِيْ تَيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)

FUNDEMENTALS OF ENTREPRENEURSHIP ENT300

CASE STUDY

PREPARED FOR:

MADAM NUR HAZELN MAT RUSOK

ENTREPRENEUR NAME:

RUSHDI BIN ABDULLAH (DUNIA HERBS HOLDING SDN. BHD)

PREPARED BY:

MUHAMMAD SALMAN BIN SHUKRI (2019414124)

CLASS:

D1BA1184C

DATE OF SUBMISSION:

6 MAY 2021

TABLE OF CONTENTS

Contents	PAGES
Executive Summary	3
Entrepreneur Profile: 1.1 Business Background 1.2 Background of the founder 1.3 Company Product 1.4 Company Achievement	4-5
Entrepreneurial Characteristics 2.1 Sees and Acts on Opportunities 2.2 Problem Solving 2.3 Self-Confidence 2.4 Use of Influence Strategies	6-9
Appendices	10

EXECUTIVE SUMMARY

Firstly, the main reason of this study case is to investigate about the company that I choose Dunia Herbs Holding Sdn. Bhd. Such as founder profile, business background and business achievement. In this case study, we can learn about how Dunia Herbs Holding Sdn. Bhd. become of the most popular manufacture of beauty and health product. As we know, there are product that have been produce by Dunia Herbs Holding Sdn. Bhd. such as “Losyen Mustajab Pati Halia”. Each product of this brand have it is own uses. In addition, this study case also shown the challenge that has passed by the founder of Dunia Herbs to manage his company to become success like now. The mission of Dunia Herbs is to be one of the recognized corporate company at the domestic and international level in field of beauty and personal health.

ENTREPRENEUR PROFILE

1.1 Company Background

Dunia Herbs Holding Sdn. Bhd. is one of the Malaysian company that 100% manage and owned by local person. The Dunia Herbs Holding is thriving in marketing quality herbal-based beauty and health products. Dunia Herbs Holding was founded by Dr Rusydi bin Abdullah that is the current CEO of the company. Dunia Herbs was founded in 2005 in Gombak, Selangor and their headquarters was in Platinum Walk, Setapak, Malaysia. The mission of the Dunia Herbs is to become one of the successful company that produce herbs-based beauty and health product around the globe. The founder of this company started his business by selling it is first product “Losyen Pati Halia” and their product get attention especially among women.

1.2 Background of Founder



Rusydi bin Abdullah was born in 14th June 1970 and was raised in Pasir Mas, Kelantan. He was married and bless with two children that become the source of inspiration for him to success until now. He started his business with replacing his father Abdullah Che Wel clothing business in Kuala Lumpur but he failed and his father business went bankrupt because of his lack of knowledge about managing money. After having a bad start in business, he started to work in housing about one year then his passion in business came to him. He start his business by selling headscarf and “Kuih Cakoi”. His business in in selling kuih cakoi was a huge success and receive many positive feedback form his customer. Then he manage to save about RM10, 000 from his business of selling kuih cakoi in two years

with that money he manage to open Dunia Herbs business that selling product based on ginger that consist many beneficial for health.

His failure at past did not break his spirit for keep moving up in the world of business. His failure in past teach him to become a better 50 years old businessman and even teach him about how to manage his money even better than before. Who thought that “Kuih Cakoi” seller can change his life and manage to build his own empire worth of millions of Ringgit and provide business opportunities and employment to who needed.

1.3 Company Product

At the beginning, Dunia Herbs Holding Sdn. Bhd. produces Losyen Mustajab Pati Halia then become the first company that produces hot lotion based on ginger. This lotion is good for those who want his/her body skinny. This lotion not sticky, not oily and easy to penetrate into skin with high quality. The first edition for this product is using plastic bottles for its packaging. Then after few years. Dunia Herbs Holding Sdn. Bhd produces other product that based on ginger too like “Losyen Pati Halia Campuran Limau Nipis”, “Losyen Mustajab Pati Halia Extra Hot”, “Losyen Mustajab Pati Halia SuperHot”, “Putih Blink-Blink Glowmax” and “Jus Mustajab Gold”. Each of this product has it is own benefits and it is good for men and women also it is useable for pregnant women.

1.4 Company Achievement

In early 2014, company that produce base on ginger through his brands Mustajab Lotion, Dunia Herbs Holding Sdn. Bhd. has been on Saudi Arabia market. The three product that has been chosen to be in Saudi Arabia is “Losyen Mustajab Pati Halia”, Losyen Pati Halia Campuran Limau Nipis” and “Losyen Pati Halia Extra Hot”. However, it is not easy to Dunia Herbs brand to enter in Saudi Arabia market by looking towards procedure and tight condition that they need to pass before their product can be sell in Saudi Arabia. Nowadays, Dunia Herbs have over 40 stockist around the world.