



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY**

**Syarikat Muda Osman Sdn Bhd**

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## **EXECUTIVE SUMMARY**

The overview of this case study is that we can find out real life situations where we can see how the operators of SMO bookstore manage these companies.

SMO bookstores are very concerned with growth, not just profit. SMO starts little by little. Step by step. From one branch to another, SMO's newest branch in Kuala Terengganu, he and his team have been on the lookout for five years to get the best location. For five years it was spent surveying, researching, reading local consumer habits, studying buyer power and the market until he got this location.

SMO bookstore offers a wide selection of books, magazines, and music. This covers almost all comprehensible categories including fiction, non-fiction, business, science, children, hobbies, collections, and other types of books. In addition, we offer search and ordering services for customers looking for hard to find items.

SMO bookstores is a bookstore that sells a variety of stationery. SMO bookstores has the company's management goal of gaining local market share in the bookstore industry through low prices, dominant product selection, a range of competitive services including a program to become suppliers to schools.

## **ENTREPRENEUR PROFILE**

Syarikat Muda Osman Sdn Bhd (SMO) was pioneered by the late Haji Muda Osman in early 1939. Starting with the retail, wholesale and distribution of various types of books and stationery, the company has been involved in distribution and marketing of cigarettes in the vicinity of Pasir Mas district. 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 is well known and also has been recognized for 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 who have a qualification 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 capitals 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 are 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 various ages.

## **ENTREPRENEURIAL COMPETENCIES**

Entrepreneurial competence that can be seen in the Haji Muda Osman First, he is a person with integrity and ability because he is able to produce a store that sells a variety of stationery and can attract customers. Haji Muda Osaman entrepreneurial competence is that he has values high quality jobs. For example, he sells quality products.

Next, his entrepreneurial competence is personality. Haji Muda Osman started the business by starting little by little. step by step from one branch to another, although slow but what matters is growth and not profit only.

Third, Haji Muda Osman is a person who is sentimental in making business decisions. For example, the closure of SMO branches in the Klang Valley is a purely business factor. Although the location is very good in terms of traffic and he himself has been studying the market in the location for several years. Likewise, other branches, if the sales volume in his company decreases he will not hesitate to close the branch.

Last but not least, he was a man with systematic planning and monitoring. For example, SMO's newest branch in Kuala Terengganu, he and his team have been eyeing for five years to find the best location. For five years he spent surveying, researching, reading local consumer habits, studying buyer power and the market until he got to this location. Although crowd or crowd traffic is a priority, it is not the only factor. Understanding consumer habits and behaviors is paramount.