

Business analysis of syarikat faiza sdn. bhd. company

Education



PERSONAL DETAILS Puan Hjh. Faiza Bawumi Sayed Ahmad AGE : 69 years old STATE : Mesir EDUCATION: Diploma of Sewing NAME OF COMPANY : Faiza Sdn Bhd POSITION : Manager Director BUSINESS ACTIVITY: Retailing of Food Items ACHIEVEMENT: Operating from SME Bank's Kompleks Kilang Bimbingan (KKB) initially, Syarikat Faiza is now the ultimate brand name for rice products in Malaysia. Faiza Company also receives ISO certificate 9001:2000 by SIRIM in 2004, Halal by JAKIM certificated, health certification (free sales by Ministry of Health). Founded by Pn.

Hjh Faiza Bawumi Sayed Ahmad, the strength of FAIZA lies in its energetic and professional driving force with extensive knowledge and experience in its field. As we know, Faiza Sdn Bhd is a sponsor of the TV3 reality programme " Bersamamu". Pn. Hjh Faiza Bawumi Sayed Ahmad, 69 years old is a founder of Faiza Sdn Bhd. She was born in Mesir and oldest daughter from seven siblings. Her father is a tahfiz and businessman, which manage a restaurant in Mesir. Many students from Cairo interested in eating at his restaurant that have several of delicious foods. As an oldest daughter that still in school, Pn.

Hjh Faiza has always been a cashier when his father's prayers or manage other business. Abu Bakar as a student from Malaysia who is pursuing a degree in religious studies and a master's degree is highly favored by her father. Pn. Hjh Faiza and Abu Bakar had a close relationship, finally they got married. In 1964, she had migrated to Malaysia that follows her late husband, Abu Bakar that has a child. Now, she has seven children. Pn. Hjh Faiza, grandmother to 32 grandchildren is busy make strategies planning to strengthen its position and her businesses in the country.

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Eventhough she has her own business, she also care about herfamily. To her, education is important things in life, so, she supports their children and gives opportunity to them to continue their studies in highest level. She also allowed her children to follow her steps. Two of her children work as lecturer and the others assist her business. Her husband works as a religious official. Therefore, Pn. Hjh Faiza fulfills her leisure time with saving money to help and support her husband in fare to visit their family in Cairo. Pn.

Hjh Faiza who can speak fluent in Malay within three months so she able to sociable with her neighbours and still has enough time to do some charity works included hold a position as the President of the Malaysian Bumiputera Rice Wholesalers, Chairman of the Islamic Women's Welfare Organisation Malaysia (Perkim) Batu Pahat, Member of the Batu Pahat Umno division (Chairman Welfare Bureau) and the trustee orphan Batu Pahat. EDUCATION In Mesir, Pn. Hjh. Faiza Bawumi Sayed Ahmad worked as a teacher at tahfiz Al-Quran after finished study in SPM level.

For the further studies, she continued in diploma of sewing before success in their rice business. For the first time she join business she venture into the small business in sewing clothes like sewing safra, pillowcase and veil embroidery during leisure time. Then she also makes a business in encyclopedia set. At the same time, she also operate 'rempah giling' then selling to the neighbour and also stall, before she open retail shop in year 70th. BUSINESS BACKGROUND. Success do not come to us easily, we need to work on it. As a founder of Syarikat Faiza Sdn. Bhd. , Puan Hjh.

Faiza Bawumi Sayed Ahmad, story about her successful often attract the attention of the reader to read. By having a precious experience as a cashier <https://assignbuster.com/business-analysis-of-syarikat-faiza-sdn-bhd-company/>

at her father who is a food seller and that why she have a desire become a successful entrepreneur. At first, she started to take wages by sewing embroidery, she also done a business selling several of kitchen items. She sold kids clothes with price RM4 and started from that moment she has done a business from house to house and gain profit from it. Before she opened a grocery, she involved in business of making spices such as curry spice.

Her business of making curry spice has been done at her house and she distributes the spice to the stores nearby. The spice under brand name of Bunga Raya received a lot of demand from the user. Then she makes a diversification of the spices product by producing various types of spices such as soup spice, chili powder and so on. With the profit that she gained from selling spices, Puan Hj. Faiza opened a store in 1982 with retail as the core business. Starting from that she found that almost of the rise wholesaler was non-muslims.

Before she started to open a store to sell rice, she made a survey and asks people around her residential whether they will buy rice that she will sell. After she got the result from the surveys, she started to learn to recognize types of rice. Started from that point, Puan Hj. Faiza was applying for the license of rice wholesaler and sold various types of rice including Ponni, Basmathi, fragrant rice and Siamese rice. At first she saw a truck trailer full of rice was placed in front of her house, she was shocked, but she was determined to pack the rice under the brand name of Bunga Raya and sent to stores across the state of Johor.

In 1992, Syarikat Faiza officially incorporated into Syarikat Faiza Sdn Bhd and established a venture capital with Padiberas Nasional (BERNAS) in 1997. <https://assignbuster.com/business-analysis-of-syarikat-faiza-sdn-bhd-company/>

Despite of stiff competition, her business still get a good response from the buyers. At early 90's, community began to become aware about how product has been manufactured and what it have contain. Until now, business rice that the company produces received a good response. Despite of stiff competition, her products have been known for the high quality of product, 100% made by Muslim and the Halal status. And now the company has a factory in Kuala Lumpur, Penang and Terengganu.

Yield response from the community to the diversity the production of rice products, and then have built a high-tech rice mill owned companies that Faiza Hjh madam size of 40, 000 square feet. In 1998, this company also started to introduce a category of quality rice from Kartanaka, India. At this time, she was tempted to promote ponni rice from India which believed good for health, especially for people withdiabetes, obesityand Hypertension. This company also started to introduce. To prove the goodness of rice, the company has asked the Universiti Putra Malaysia (UPM) conducted a survey and the results have been appearing positively.

The company has invested millions of dollars for product Taj Mahal and has asked the exclusive rights of the Bernas. Under the bran name Taj Mahal, the name 'ponni rice' distributed throughout Malaysia. Faiza also has its own fleet of trucks and cars to handle distribution and sales services. Faiza has production infrastructure and rice distribution. The manufacturing plant was built on a total land area of ?? 300. 00 square feet, consisting of high-tech equipment for rice processing and packaging has a production capacity of 12, 000 metric tonnes per month.

Now, company owned by Puan Hjh Faiza has been distributed 21 brand of rice in this country including the well-known one, " Herba Ponni Taj Mahal" and its subsidiary, Faiza Marketing Sdn Bhd involved in manufacturing various types of spice in Malaysia. Faiza Company has received numerous awards, including the best wholesalers in 2000, operational excellence awards Padiberas Nasional Berhad (Bernas) in 2001, a gold award for rice Taj Mahal by Reader's Digest Super Brand Taj Mahal Super Brand in 2005 and 2004 from Super Brand Malaysia and Best Product 2008 by Ministry of Agriculture.

Although busy doing business, Mrs. Faiza set aside some time to do some charity work, including holding the position as the President of the Malaysian Bumiputera Rice Wholesalers, Chairman of the Islamic Women's Welfare Organisation Malaysia (Perkim) Batu Pahat, Member of the Batu Pahat Umno Division (Welfare Bureau chairman) and member Hospital Batu Pahat visitors board of trustees and Batu Pahat orphans.

He has also won numerous awards, including the Women's Sleek 2005, Figure Mother exemplary Perkim 2007, and the National Heart Women Johor 2007, special awards and prominent Tokoh Guru 2009 and tokoh Maulidurasul 2010. NEW HALAL PRODUCT Now, Faiza Company already knows because of the high product quality, one hundred percent made by Muslim and halal. She has factories in Kuala Lumpur, Kedah, and Terengganu. She also has two hundred permanent workers and more than three hundred contract workers.

Besides that, Faiza Company also explore in new scope of business like vermicelli, chili sauce and soysauce. For the vermicelli product, her company <https://assignbuster.com/business-analysis-of-syarikat-faiza-sdn-bhd-company/>

export special machine from China to proses in other factory located at Sri Gading. The factory can produce nine tonnes per day, however for the early stage, the machine can proses only five tonnes with target sales RM12 million for the first year.

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