



ENTREPRENEURIAL LEADERSHIP APPROACH OF SAUDAGAR GLOBAL RESOURCES SDN BHD.

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This case was written by Ratnaria Wahid and Rusnawati Ismail, Universiti Utara Malaysia. It is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

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Introduction

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

-John Quincy Adams

It was a gorgeously bright afternoon in the aesthetically pleasing city, Putrajaya as Muhammad Hazim Bin Hassan drove his fancy car to his office located in Conezion, Persiaran Utara, IOI Resort City, Wilayah Persekutuan Putrajaya (See Figure 1). Hazim, the founder and also the Chief Executive Officer of Saudagar Global Resources Sdn. Bhd was pondering about his company that was only established 5 years ago. As he neared his building, he couldn't help but be grateful of what he has accomplished so far. He may be facing some troubles but not many can achieve success in building their businesses as he is.



Figure 1: Saudagar Global Resources Sdn Bhd Office in Putrajaya

Hazim walked into his well-organized office. It was furnished with the latest computer technology so that his employees can be up to date with emerging trends that may boost productivity. As always, he acknowledged his employees with a cheerful greeting before going on about his day. The office only houses five of his staff who helped him manage 70 stockists and hundreds of agents situated all around Malaysia. The business has also expanded internationally particularly in Brunei and Singapore. With a vast amount of workforce under him, he had to find ways to make sure that they are working with the ethics and positive drive that he wanted the company to be known for. For such a young company, he was determined to sustain his business and to find new ways to make his product, a simple snack called Wondercheese, a household name. Hazim found himself running into a brick wall. How do I expand further? Who do I meet? What should I do next? The same questions wrapped around his head day and night. Hazim knew that his leadership would matter greatly for his company to succeed.

The Founder of Saudagar Global

Since a very young age, Hazim was not taking the path as many would. He took the brave step of entering the harsh world of business. This is when he started multilevel marketing where he would sell simple things such as perfumes and also grab whatever business opportunities so that he could exercise his marketing skills and also to make a quick buck. Hazim found joy in interacting with customers and found no problems dealing with the tenacious manner of trade. Beyond any doubt, some might say that he was born with the drive and mentality of a lucrative entrepreneur. Not many have the confidence to sell their products to strangers.

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