



MILLENNIAL ENTREPRENEUR: THE SIBLINGS KITCHEN

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This case was written by Noor Afza Amran, Lily Julienti Abu Bakar and Norhani Aripin, 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

One evening, Rabiha was alone at home and she sat pensively in her room, with a cup of coffee in one hand and her handphone in the other. It suddenly dawned on her that it was about time that she followed both her heart and her dream...*"I just need to pursue my dreams....time is of the essence. Biha, you need to make this work"*, she thought to herself.

Rabiha, a brave young millennial who ventured into the online business using Instagram as the platform to promote her cakes, floral arrangements and table decorations. She was the founder of Instagram account named 'The Siblings Kitchen'. Being young and inexperienced did not deter Rabiha from making a bold move into the online business world. She held steadfastly to her motto, *"All our dreams can come true if we have the courage to pursue them"*. Rabiha like other millennials, she was a creative and computer savvy. She literally thrives on the internet and carry out most daily activities by clicking on her smart phone. She acutely aware that she needs to be creative in terms of the contents displayed on her social media platforms, in order to attract, and subsequently, retain customers in this rapidly evolving globalisation era. In other words, the internet, social media and interactive technologies have helped her to be in the forefront of promoting her products. As a start-up micro sized entity, Rabiha has successfully expanded her business through product diversification, innovation in cakes and bouquets design and larger networks within the Food & Beverage (F&B) sector.

A Millennial with Big Dreams



After completing her baccalaureate studies in the university, Rabiha returned to her hometown. She took a few days to settle down and adjust to a quieter pace, without the usual rush for lectures and exams hovering menacingly over her head. That was the starting point of the journey for this young lady, Rabiha Roslee. Rabiha was born on 6 May 1994 in Alor Setar, the eldest of five siblings. She graduated from Universiti Sains Islam Malaysia (USIM) in 2018 with a Bachelor in Food Technology degree. With her knowledge in food technology, her love for baking cakes and cookies, and the support of her friends, she began her cake business, The Siblings Kitchen, in April 2019, which was promoted online via Instagram. The business was located at No. 15, Lorong Tepi SMK Simpang Kuala, Jalan Alor Mengkudu, 05400 Alor Setar, Kedah. After a year of running the business, Rabiha registered her business in January 2021 with the Companies Commission of Malaysia (CCM). As of June 2021, Rabiha's Instagram followers have reached 1,374 followers and 2,669 following.

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