



MARINA TURIMAN BAKERY: STRENGTHENING THE BRAND EQUITY AMONG MARAN COMMUNITY

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This case was written by Hasnizam Shaari, Selvan Perumal and Safwan Marwin Abdul Murad, 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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From Zero to Hero : Marina Turiman Journey to Own Bakery

Marina Turiman, the owner of Makeup Bakery, just came back from 'Empower East Coast Economic Region (ECER) Seminar 2018'. The workshop was attended by 500 participants all over East Malaysia (Pahang, Kelantan, Terengganu & Johor) who were looking to groom their business. Empower ECER is a government project to reskilling and upskilling local communities' education and entrepreneurship skills, especially among the B40 group. During the seminar, Marina met her mentor. Her mentor had suggested a few marketing strategies and tactics to strengthen Makeup Bakery. Marina was asked to re-brand her company name, i.e., Makeup Bakery, into a more meaningful and impactful brand name.

"Marina, it's about time for you to re-branding your business. Make-up Bakery will confuse your customer. Which one is most important to you right now? Make-up service? Do you still have a passion for pursuing it? What about your new venture in a bakery? Make your unique selling proposition clear and more meaningful to your customer. It would be best if you changed to fly higher. Be proactive", said her mentor.

The conversation with her mentor that day had hovered in Marina's mind for quite some time. She was aware that she needs to make a tough and proactive decision in her business – to re-brand!

Marina Turiman, 37, graduated from Universiti Utara Malaysia in 2010. She obtained her degree in Human Resource Management with Honours. After graduated, she worked as a human resource officer at one of the private firms in Kuala Lumpur. Due to several reasons, she resigned and moved to her husband's hometown, Maran, Pahang. After her resignation, she had attempted several interviews for a new job in Maran and nearby cities. She had failed seven times during the interviews and then decided to stop seeking a job (refer to Figure 1). The decision is indeed a turning point in the life story of Marina.



Figure 1: Marina Turiman's determination to change after failed 7 times of interview session

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