



# UTM

UNIVERSITI TEKNOLOGI MALAYSIA

**FACULTY OF ENGINEERING**

**SCHOOL OF COMPUTING**

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2020/2021

UHMT1012 - 45  
GRADUATE SUCCESS ATTRIBUTE

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MUHAMMAD IMRAN HAKIMI BIN MOHD SHUKRI	010823-02-0547	A20EC0213
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LEE JIA XIAN	010417-07-0119	A20EC0200
NUR SYAMALIA FAIQAH BINTI MOHD KAMAL	010221-01-1846	A20EC0118
CHLOE RACQUELMAE KENNEDY	010711-13-0960	A20EC0026
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## **INTERVIEW DETAILS**

### **Entrepreneur profile**

Entrepreneur's name is Mohd Baihaqi Bin Hasullah. He was born on 18 July 1992. Mr Baihaqi completed his SPM from Victoria Institution. He has a degree in Pengurusan Ekuin from University Technology Malaysia, UTM. He has also completed a diploma in TESL ( TESL is an acronym for English as a Second Language Teaching) from Kolej Islam Antarabangsa Selangor. He is the director of the Pawsome Veterinary team.

### **Business Description**

The Pawsome Veterinary Team was started in 2018 by Mohd Baihaqi Bin Hasullah and Dr Nur Ain Mohammad Azman with a view to provide quality veterinary treatment or care to small companion animals. In the Pawsome Veterinary Team, they offer various services for our pets which includes from basic to advanced pet care services.

Firstly, they offer wellness exams for pets. A wellness examination is a full physical exam along with medical tests that may include blood work, urinalysis, and parasite testing of a stool sample. A wellness test can help to diagnose the early signs of the disease in many cases. At all stages of life, from puppies and kittens to older dogs, a wellness evaluation is a vital aspect of preventive health care for pets. A wellness test is a reliable way to identify changes such as weight gain or loss, dental disorder, or other noticeable changes that may not be obvious at home, whether your pet appears to be young and healthy. Besides, a wellness test is a good way to detect an early onset of disease for any pet, especially senior pets. The general health and well-being of your pet can be dramatically improved by early diagnosis and treatment of diseases, such as diabetes and heart disease.

Secondly, they provide microchipping service for pets. What is a microchip and how does it work? A microchip is a form of electronic identification that is permanent. The chip itself is very tiny (around the size of a grain of rice) and is inserted subcutaneously (just under the skin) usually at the back of your pet's neck. There is a unique number on each chip that can

identify using a microchip scanner. The number of the microchip is registered with information on microchip database registry. Vets, animal shelters and local authorities will search your pet for a microchip if your pet wanders or becomes lost and contact you via the database. It is really important to ensure that a pet cat or dog is microchipped, and if your pet is missing, you are much more likely to get and be reunited with your pets if they are microchipped.

Thirdly, they do offer the vaccinations service too. Vaccines help to avoid certain pet-affected diseases. It has long been considered that vaccinating your pet is one of the best ways to help him live a long, safe life. This is because vaccines help prepare the immune system of the body to combat the attack of organisms that cause disease. Vaccines contain antigens which seem to the immune system to be the disease-causing organism. The immune system is slightly strengthened when the vaccine is administered to the body. There are not only different vaccines for different diseases, there are also different vaccine types and combinations. So, vaccination is a process that has pros and cons that must be assessed for every pet according to their lifestyle and health. But don't worry, in this service the veterinarian will decide a vaccine regime that will provide your pets with the safest and best protection.

Not only that, the Pawsome Veterinary Team has diagnostics and surgery services too. There are a variety of diagnostic tests and surgery are available for your pets that help to treat their illness and injury. For example they provide blood typing, bone scan, cystocentesis, neutering, soft tissue, orthopedic surgeries and many more. If you have any health problems with your four-legged family member, the Pawsome Veterinary Team will be the best place for you to visit. Other than healthcare services, they offer grooming services for pets too. You can let your pets have a professional grooming session here that consists of brushing, washing and drying, as well as trimming or clipping. The groomer will also clean the pet's ears to remove build up and to check for the signs of infection. Lastly, There are also pet accessories and shops in the Pawsome Veterinary Team. You can get a variety of animal supplies here including food, treats, toys, collars and others.

## **Target Group**

This business involves the care and treatment of tame animals, thus the target group is those who love animals. Usually, the targeted people are called ‘parents’ because they are the people who take care of the animals or pets. There are also cases of good samaritan helping injured and abandoned animals that they discover or find. Hence, ages 21 to 51 years old either male or female are expected to become potential customers as they are a more economical and healthy group. Younger or older individuals can also be the customers of this animal clinic but it is best that they have a companion or caregiver come along. This is because due to the fact that there are some common problems that can arise during the registration process, payment or others.

## **Business History**

Mr Baihaqi together with Dr Nur Ain established the Pawsome Veterinary Team in April 2018. It is a service-based business which provides veterinary treatment for animals. Mr Baihaqi has been running the business for more than two years. To start this business, Mr Baihaqi had acquired a startup capital of about RM30000 including the expenses for office space, permit, licence, inventory and others. Though the poor sales at the early stage, Mr Baihaqi and his team were not discouraged. Until today, their sales were able to reach RM1.5 million. He has 11 staff working with him. It is recorded that more than 568000 animals have been treated by his team since the start of the business.

## **Business Strategy**

Mr Baihaqi and his fellow team members focus on customer’s satisfaction when operating the veterinary clinic. It is important to give them a heartfelt experience when providing them with excellent veterinary services. A good impression on Mr Baihaqi’s business can increase word-of-mouth or recommendation from existing customers to possible future clients. In this globalised era, reading through online reviews can definitely boost up your credibility as a business and help businesses obtain new customers. Mr Baihaqi upholds a famous quote which is ‘Quality over Quantity’ in order to provide the best veterinary service to his customers.

Having a successful business is not possible without a proper business strategy. Different people have different approaches to conducting their own businesses. In this section, we will peek into what Mr. Baihaqi Hasbullah does along his business. First and foremost, Mr. Baihaqi really focuses on his customer's satisfaction. This is a really important aspect especially in order to get a regular or returning customer. These days, not so many people are willing to make customers' satisfaction as their business priority. For example, some restaurants' cooking is bad and expensive, which do not encourage a customer to come back to their restaurants later on. Hoyer and MacInnis (2001) said dissatisfied customers may decide to discontinue their purchase of the good or service, complaining to the company itself and returning the good purchase. However, this approach by Mr. Baihaqi really shows why he has got so many returning customers. Anton (1996) said repurchase intentions, alongside with recommendations of a service or product, are associated with the satisfaction of a customer. Guiltinan, Paul and Madden (1997) said that loyal customers are likely because of them getting satisfied with their investment. In addition, Mr. Baihaqi also shared his story in a Facebook Live saying that during his early stages in business, he and his wife were not aware of their total sales, instead they only sought for a happy customer, before he realized that his sales have reached RM1.1 million.

Next, Mr. Baihaqi also practices 'quality over quantity'. That being said, he does not look after how many customers are getting his service. For him, what really matters is, how satisfied each of his customers is. Also, from this perception, we can actually relate with customers' satisfaction. High quality means high satisfaction. A finding with a sample of 473 students from the higher institute of business administration (HIBA) shows that distinguished quality plays a significant influence on brand loyalty and image. In other words, a brand or company that people recognize its quality could improve consumers' perceptions on the brand or company itself. This is why when someone wants to maintain good reputations of the company, quality is something that should be looked into before anything else.

From Mr. Baihaqi's business strategies and approaches, we can conclude that Mr. Baihaqi does business not only for his source of income, but also to ensure that everyone is enjoying his help and services. We believe that he has a very good mindset and mentality that reflects on his successful life now.

### **Challenges Faced**

One of the main challenges faced by Mr Baihaqi is to deliver and maintain good quality services to customers. In the business industry, the chances of meeting different kinds of customers is expected to be high. Hence, sometimes business owners have to deal with unreasonable demands and customers with high levels of professionalism. To give an instance, there are customers who come forward to Mr Baihaqi's Pawsome Veterinary Team to treat their pets but are short in financial resources. The situation gets tough for Mr Baihaqi and his team when having to make rasional and professional decisions.

## **Strength and Weakness**

The strength of this company is that it has a great team and staff. This shows that Mr Baihaqi emphasizes the importance of teamwork in the workplace as teamwork drives the success in his company and also improves the development of his staff. The employees in the company are also committed to their respective work and they all work together to complete various tasks which have led to better productivity. This situation also proves that Mr Baihaqi has a good relationship with his colleague and he is a good employer as he will appreciate the hard work of his staff. At the same time, his great leadership also inspires and impacts his teams in the company allowing the business to run smoothly.

Besides, excellent cash flow is one of the strengths in this company. Cash flow is the amount of money transferring in a period of time. As we all know, business is all about trading and seeking profit by providing items or services, therefore cash flow plays an important part to determine whether a business is earning or in debt. An admirable cash flow allows Mr Baihaqi's company to have sufficient cash to purchase new stocks or equipment and also pay the expenses. The positive cash flow in the business also allows new investment opportunities such as investing in new facilities or good quality animal health products to treat the animals. This shows that Mr Baihaqi has a proper financial management in his operation which assures the growth of his business.

Furthermore, this clinic is situated in a good location. The location increases the exposure of the clinic which indirectly provides marketing values. A good location for the clinic also makes it more convenient for the customers to access. Besides, people who visit the pet clinic will often carry their pets, so a location with parking lots will make walks from the car shorter and more comfortable for the visitors. During an emergency, the strategic location will surely come in handy as people could easily stop by the clinic without any hustle and bustle of traffic and their pets could be treated immediately. Thus, this shows that a good location could attract more customers and boost the business.



However, there are some weaknesses in this business, which is running out of space in the clinic. In this pandemic, avoiding physical contact is really crucial in order to keep everyone safe. Therefore, insufficient space will make it difficult for walk-in customers as they may be rejected to enter the clinic. Especially those who work 9 to 5 might be struggling to send their pets to the clinic after work or they would need to squeeze their weekends to make appointments and rush their pets to the clinic. This might cause him to lose new and also regular customers as people nowadays are particular with conveniences. Hence, adequate space in the clinic is crucial to maintain the customers' satisfaction.

In addition, maintaining good stock inventory is the problem that Mr Baihaqi is facing now. Having too much stock will consume plenty of storage and working capital. Employees would need to calculate the stock regularly which will take up a lot of time. On top of that, keeping inventories like medicine and food are more costly as those items have expiry dates. Once it passes the date of expiry, all the items will be wasted. However, if the stocks are insufficient, he will be facing another problem as he could not provide the items that his patients need. This will be really inconvenient to the customers as they might need to constantly check back with the clinic if the stock has arrived and travel to the clinic again to collect the items. As a result, improving the inventory management is essential so that the efficiency of the business could be increased and he could focus more on other important areas as well.

## APPENDICES



Picture of Mohd Baihaqi Bin Hasbullah

### LEADERSHIP AND TEAMWORK SKILLS

#### Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g. potential problems/difficulties/limitations	
				Date: 24 <sup>th</sup> of December 2020 Time: 2.00 p.m.		Who took the notes? Name: Qaisara		Who is leading the discussion? Name: Syamalia
				No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ? ideas?		What action needs to be taken? What do we need to bring?
1	Nur Syamalia Faiqah Binti Mohd Kamal	2.05 p.m.	2:30 p.m.	1	Searching entrepreneurs	Each group member	Find potential entrepreneur	<ul style="list-style-type: none"> <li>Some entrepreneurs will overlook our invitation</li> <li>May not getting response from chosen entrepreneur</li> </ul>
2	Muhammad Imran Hakimi	2.05 p.m.	2:30 p.m.	2	Entrepreneur discussion and selection	Each group member	Start the entrepreneur discussion and selection	
3	Qaisara binti Rohzan	2.06 p.m.	2:30 p.m.	3	Contacting entrepreneurs (Ain Nurina, Baihaqi, Emilio Lorenzo)	Each group member	Contacting entrepreneurs via email and WhatsApp	
4	Lee Jia Xian	2.06 p.m.	2:30 p.m.	4	Search and contact entrepreneur	Each group member	Contact entrepreneur via social media	
5	Chloe Raquelmae Kennedy	2.06 p.m.	2:30 p.m.	5				
6	Ong Han Wah	2.07 p.m.	2:30 p.m.	6				

UHAK 1012 Graduate Success Attributes – page 1

Meeting minute 1

## LEADERSHIP AND TEAMWORK SKILLS

### Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g. potential problems/ difficulties/limitations	
				Date: 7 <sup>th</sup> of January 2021		Who took the notes? Name: Chloe		Who is leading the discussion? Name: Imran
				Time: 11.30 a.m.		No.		Agenda Items What are the things discussed at the meeting?
1	Nur Syamalia Faiqah Binti Mohd Kamal	11.30 a.m.	12.09 p.m.	1	Selecting entrepreneur	Each group member	Choose the entrepreneur for our group project	<ul style="list-style-type: none"> <li>Not all entrepreneur replied our interview request.</li> <li>Difficult to distribute task to every member fairly.</li> <li>Do not have enough points to fulfill the pages required (7-10 pages) for the report.</li> </ul>
2	Muhammad Imran Hakimi	11.30 a.m.	12.09 p.m.	2	Distributing task	Each group member	Make sure each member has their own tasks	
3	Qaisara binti Rohzan	11.30 a.m.	12.09 p.m.	3	Points to write in the report	Each group member	Share ideas to write the report	
4	Lee Jia Xian	11.30 a.m.	12.09 p.m.	4	Way to write the report	Each group member	Do the report writing in google docs together	
5	Chloe Raquelmae Kennedy	11.30 a.m.	12.09 p.m.	5				
6	Ong Han Wah	11.30 a.m.	12.09 p.m.	6				

UHAK 1012 Graduate Success Attributes – page 2

## Meeting minute 2

## LEADERSHIP AND TEAMWORK SKILLS

### Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g. potential problems/ difficulties/limitations	
				Date: 8 <sup>th</sup> of January 2021		Who took the notes? Name: Syamalia		Who is leading the discussion? Name: Chloe
				Time: 2.00 p.m.		No.		Agenda Items What are the things discussed at the meeting?
1	Nur Syamalia Faiqah Binti Mohd Kamal	2.00 p.m.	2.50 p.m.	1	Discuss about the overview of the project	Each group member	Give each idea	<ul style="list-style-type: none"> <li>Lack of knowledges on how to write overview.</li> <li>Need more time for discussion regarding the overview and organization of project.</li> </ul>
2	Muhammad Imran Hakimi	2.04 p.m.	2.50 p.m.	2	List out on the organization of project	Each group member	Give idea and information	
3	Qaisara binti Rohzan	2.00 p.m.	2.50 p.m.	3	Point on how to write	Each group member	Share their knowledge on how to write	
4	Lee Jia Xian	2.02 p.m.	2.50 p.m.	4	Distribute task	Each group member	Make sure each member has their own task	
5	Chloe Raquelmae Kennedy	2.00 p.m.	2.50 p.m.	5				
6	Ong Han Wah	2.02 p.m.	2.50 p.m.	6				

UHAK 1012 Graduate Success Attributes – page 3

## Meeting minute 3

## LEADERSHIP AND TEAMWORK SKILLS

### Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g potential problems/ difficulties/limitations	
				Date: 11 <sup>th</sup> of January 2021		Who took the notes? Name: Imran		Who is leading the discussion? Name: Lee Jia Xian
				Time: 2.55 p.m.				
No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas?	What action needs to be taken? What do we need to bring?					
1	Nur Syamalia Faizah Binti Mohd Kamal	2.55 p.m.	3.28 p.m.	1	Discussing the difficulties/challenges/problems while conducting the project.	Each group member	We need to think how we can overcome the problems.	
2	Muhammad Imran Hakimi	2.55 p.m.	3.28 p.m.	2	Suggesting the solutions for each difficulty/challenge/problem.	Each group member	With all solutions that we have discussed, we will use all of them as our guideline throughout this entire project.	
3	Qaisara binti Rohzan	2.55 p.m.	3.28 p.m.	3				
4	Lee Jia Xian	2.55 p.m.	3.28 p.m.	4				
5	Chloe Raquelmae Kennedy	2.55 p.m.	3.28 p.m.	5				
6	Ong Han Wah	2.55 p.m.	3.28 p.m.	6				

### Meeting minute 4

## LEADERSHIP AND TEAMWORK SKILLS

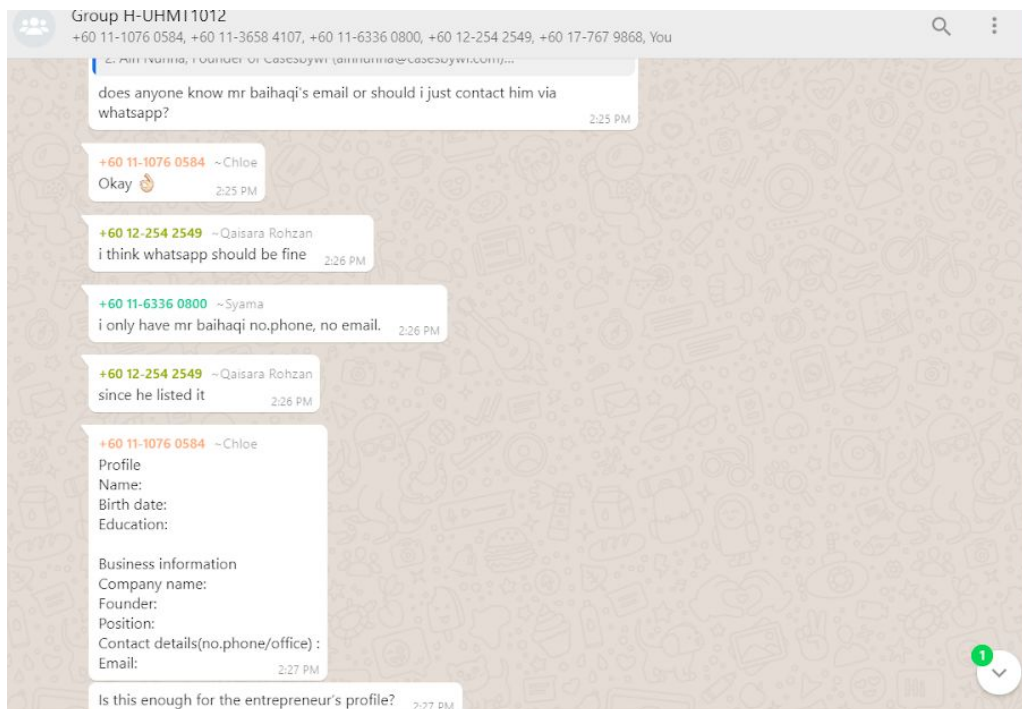
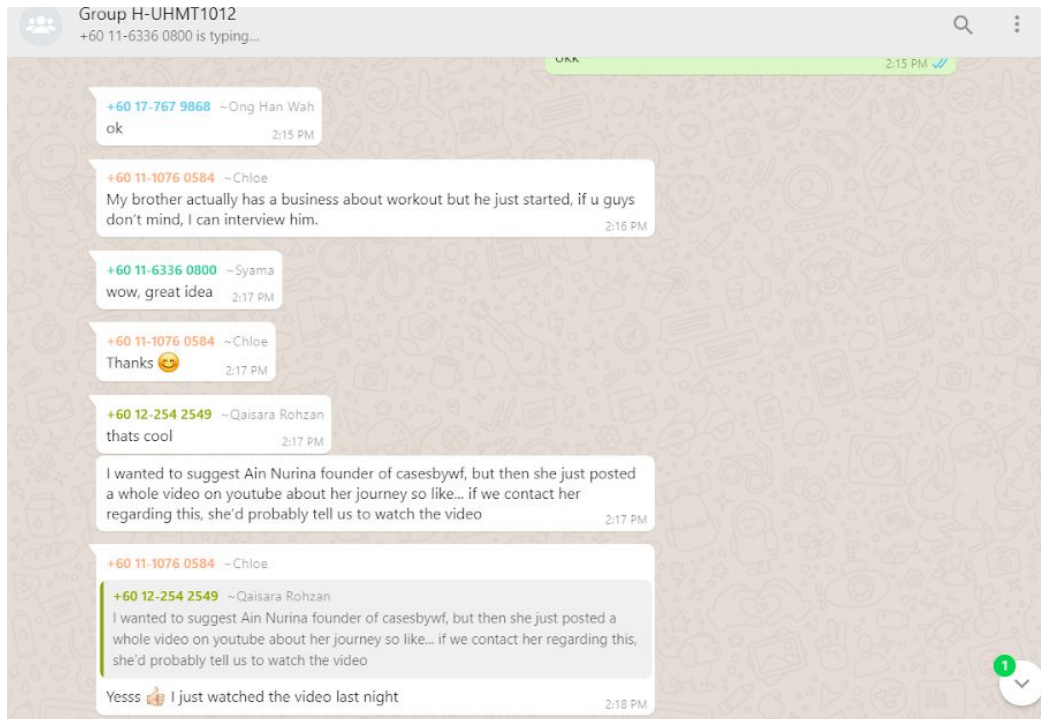
### Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

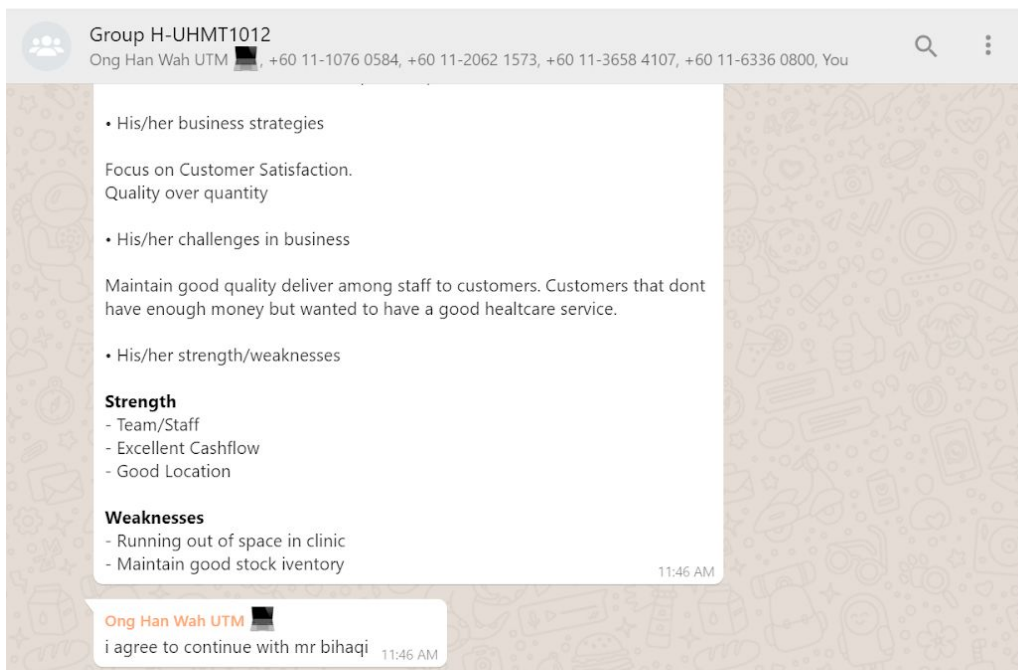
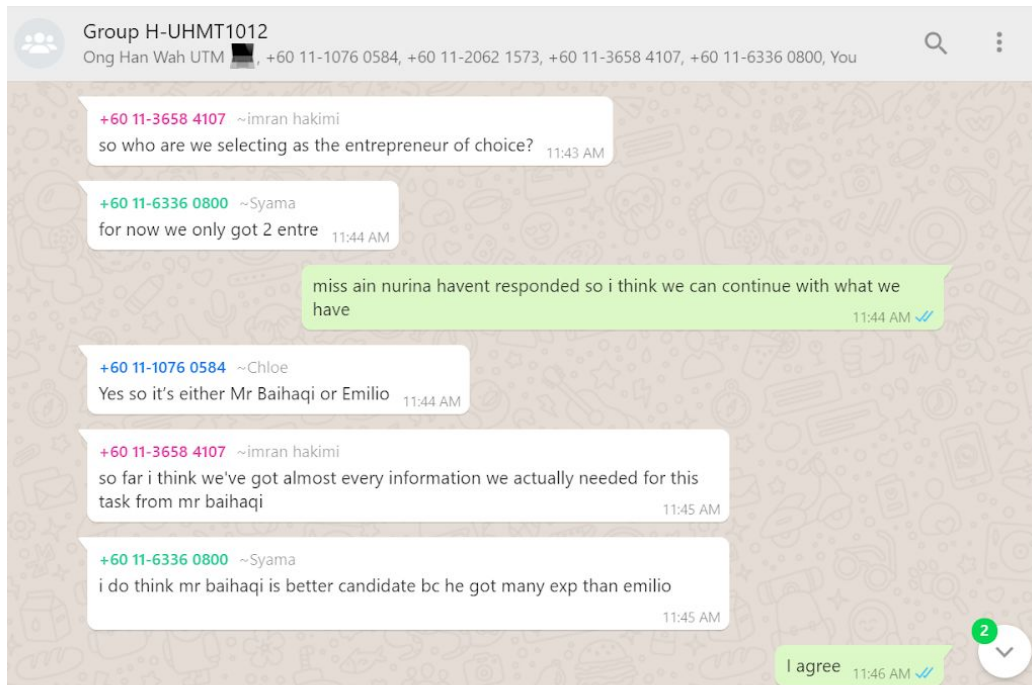
No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g potential problems/ difficulties/limitations	
				Date: 12 <sup>th</sup> of January 2021		Who took the notes? Name: Chloe		Who is leading the discussion? Name: Ong Han Wah
				Time: 3.40 p.m.				
No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas?	What action needs to be taken? What do we need to bring?					
1	Nur Syamalia Faizah Binti Mohd Kamal	3.40 p.m.	4.14 p.m.	1	Ways to prepare PowerPoint slide	Each group member	Prepare the PowerPoint slide individually	
2	Muhammad Imran Hakimi	3.40 p.m.	4.14 p.m.	2	Find a suitable PowerPoint template to use	Qaisara, Chloe	Share suitable template to use	
3	Qaisara binti Rohzan	3.40 p.m.	4.14 p.m.	3	Points to include in the presentation	Each group member	Present about the overview, how we conduct, difficulties, solutions and lesson learn from this project	
4	Lee Jia Xian	3.40 p.m.	4.14 p.m.	4	Compilation of the presentation video	Qaisara	Help to compile the presentation video	
5	Chloe Raquelmae Kennedy	3.40 p.m.	4.14 p.m.	5				
6	Ong Han Wah	3.40 p.m.	4.14 p.m.	6				

### Meeting minute 5

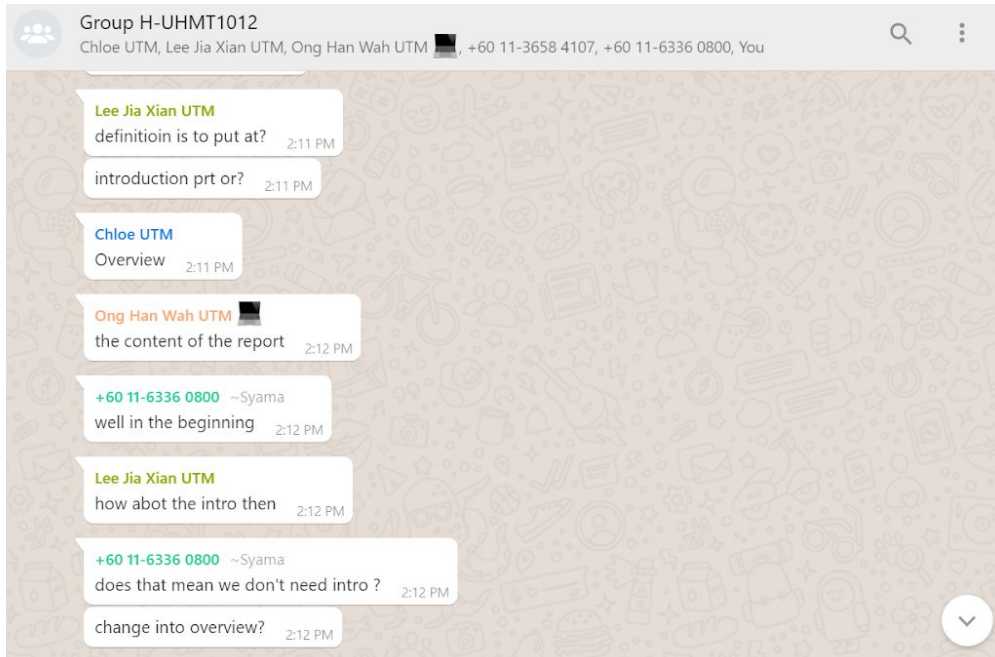
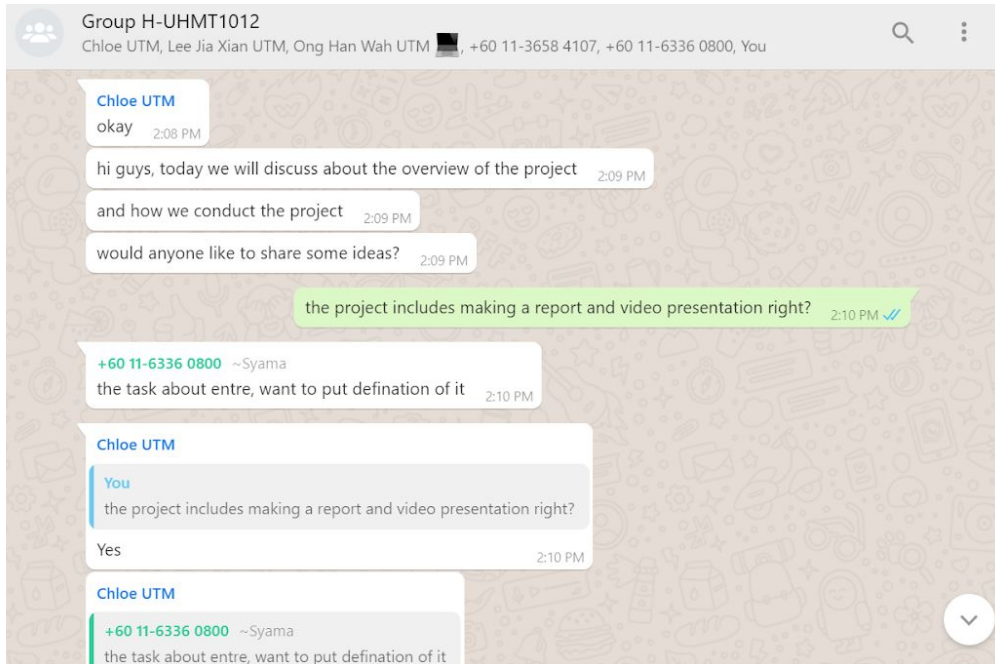
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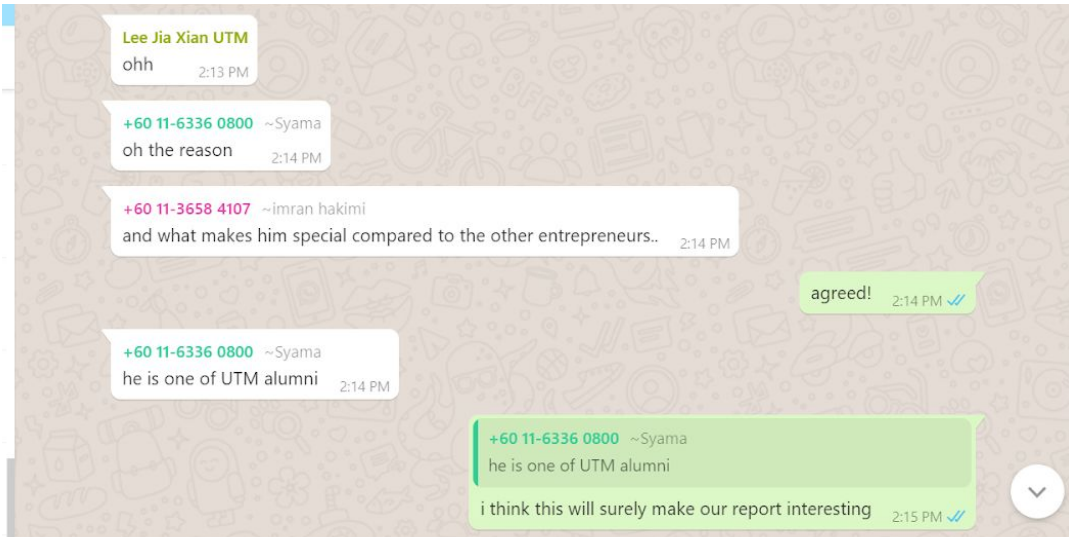


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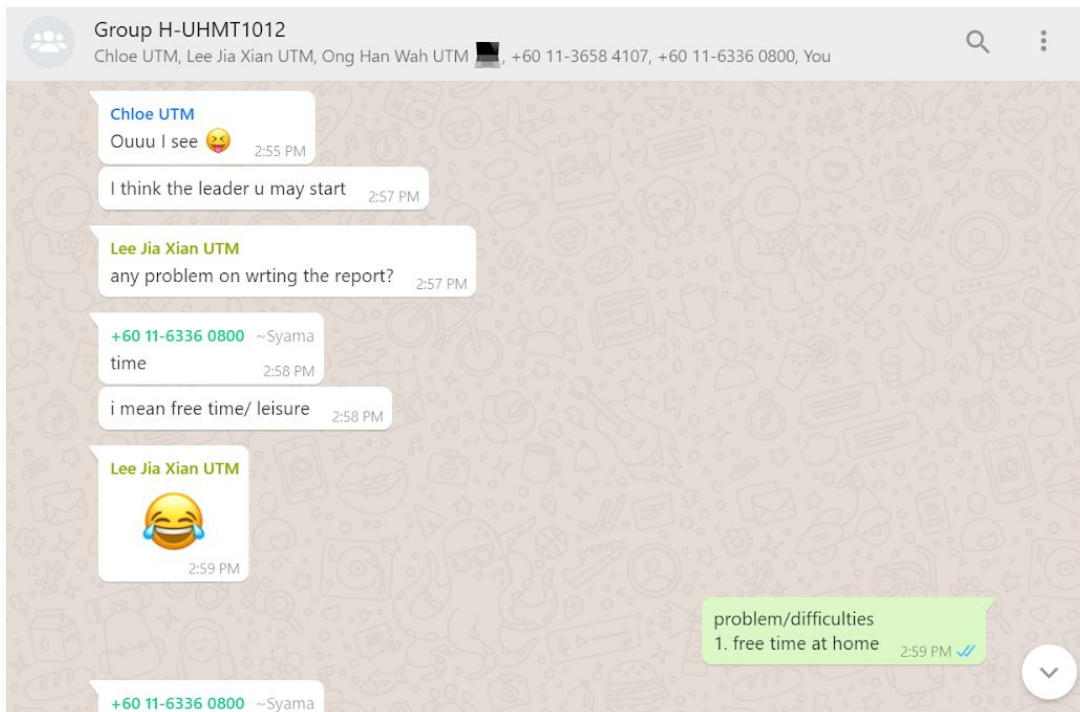


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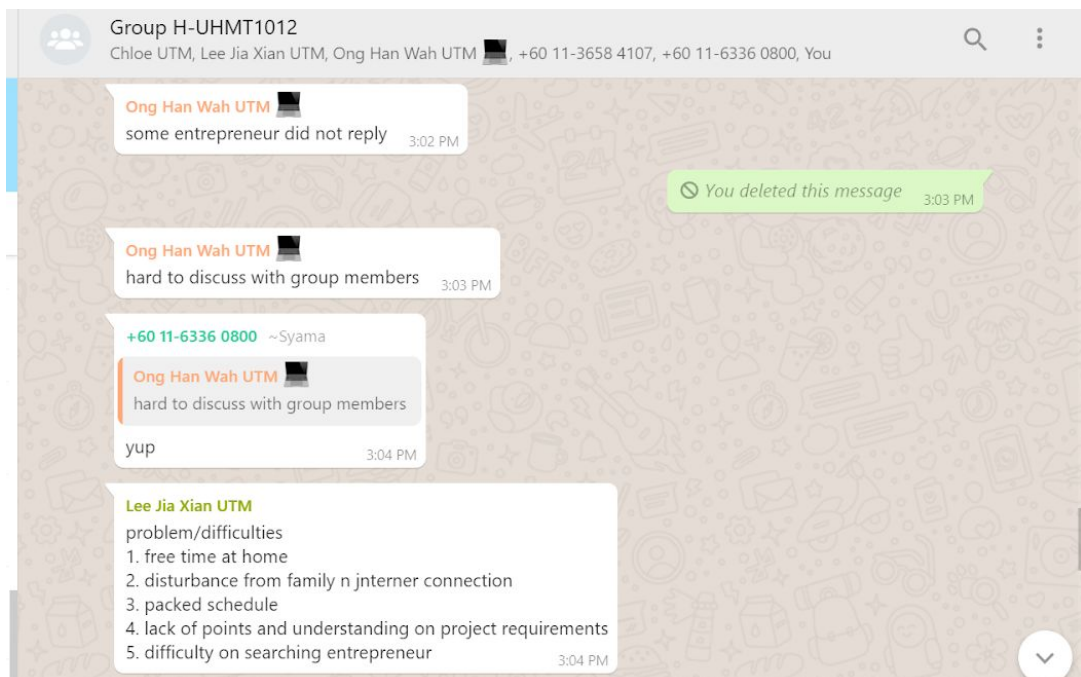
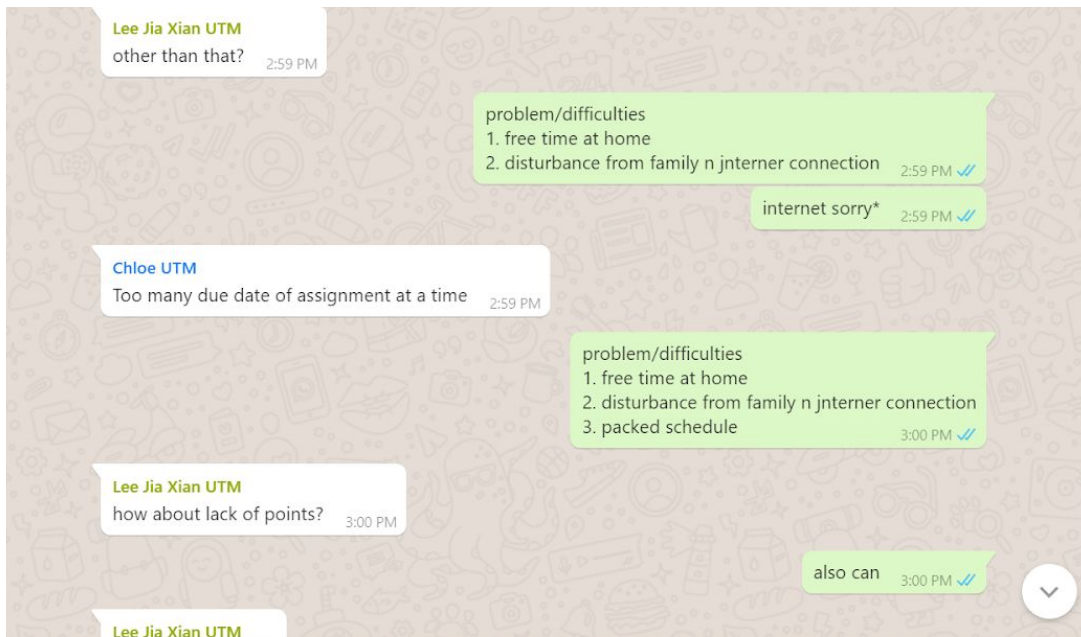




### Whatsapp discussion: Meeting 4 (11/1/2021)







## Whatsapp discussion: Meeting 5 (12/1/2021)

