CASE 6

Revamping Business through Co- Creation Strategies: A Case Study of A2Z Resources Sdn. Bhd.

Yani Rahmawati, Noor Amila Wan Abdullah Zawawi

It was a rainy Tuesday evening on the 23rd February 2016 when Mr. Amjad Ali from Pakistan landed at Kuala Lumpur International Airport on a call from his uncle, Mr. Izhar ud Din. He was a bit anxious as to how he will adjust into a country where culture is different, language is different, food is different. In addition, he never lived abroad and now he falls in a new world. When he came out of the checkout counter and saw the sky, he remembered the quote of Hellen Keller "Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence". He promised himself before sitting on a bus to Ipoh that he would never fail his uncle who called him to revamp his business which was on a declining stage. Izhar ud Din had two options, either to sell the stock and quit the market or give a chance to his nephew, Amjad Ali, who has recently graduated with a Bachelor of Business Administration degree from a government university in Pakistan. He opted for the second choice and waited for the hope that Amjad Ali brought with him.

Business Venturing in Malaysian Market

In 2014, Mr. Izhar ud Din brought USD 0.5 million investment from China to open A2Z Resources Sdn. Bhd. in Malaysia. The main products of the A2Z Resources include carpets and furniture. Overexcited by the first response in the KL market, Izhar ud Din at once planned to expand the business. It was not easy to decide as it might cost him a lot if the business did not go well in another market. He realised that most of the renowned brands such as ThankQ and Nafisa opened branches in a market named Seri Iskandar, Perak State. This place was unknown to him, but he learned through Chinese business players that there is potential in the market. Hence, he took the risk and opened a branch in Seri Iskandar with heavy investment. After one year of continuous struggle, Izhar ud Din was worried when the store's inventory had terribly slow turnover because of lack of customers. He called Amjad Ali to discuss if he can come over and help him in running his Seri Iskandar branch. Amjad Ali, having just graduated from university, was overly excited to implement the business ideas that he learned in his undergraduate degree. Believing in his capabilities, he did not give a second thought and accepted the offer of his uncle with a minimal salary and reached Seri Iskandar in less than a month.

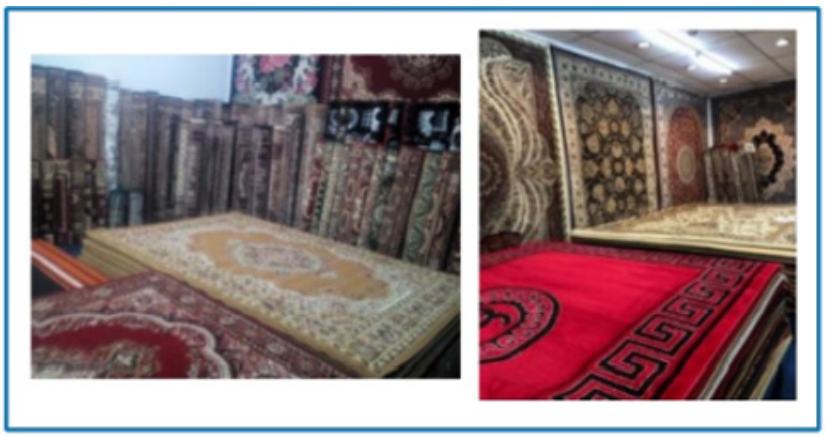

Figure 1 Turkey Made Carpets