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CATEGORY

MINISTRY OF HIGHER EDUCATION ENTREPRENEURIAL AWARDS 2021

OUTSTANDING STUDENT ENTERPRISE AWARD

ZEHAN JIBRIL ENTERPRISE

Wan Azehan Helmi bin Wan Abdul Halim Imer Jibril bin Mohd Nasir

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UMK Entrepreneurship Institute (UMKEI)

Title: Ministry Of Higher Education Entrepreneurial Awards 2021 Category B: Outstanding Student Enterprise Award

ISSN NO: 2948-5177

Published by:

UMK Entrepreneurship Institute (UMKEI). Universiti Malaysia Kelantan City Campus, Pengkalan Chepa 16100 Kota Bharu Kelantan

Collaborated with:

Corporate Communication Center Vice-Chancellor Office Universiti Malaysia Kelantan 16300 Bachok Kelantan.

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EXECUTIVE SUMMARY

King Oden, owned by Imer Jibril and Wan Azehan Helmi has positioned itself as one of the well-known and most profitable oden soup base manufacturers in the country. With a shift in both product and process innovations, King Oden is able to produce oden pastes with unique flavours, improved nutritional values, extended shelf-life and larger target customers. Imer Jibril and Wan Azehan Helmi have recruited agents and provided them with training and techniques to increase sales. They have also taken advantage of the popularity of social

media to promote their products. In order to ensure the sustainability of their business, they have adopted numerous marketing strategies online. These strategies have certainly paid off as King Oden's paste sales have achieved a total amount of RM 900,000, with more than 200,000 consumers all over Malaysia. With this outstanding sales performance as well as personal and business achievements, King Oden hopes to become one of the leading brands in the F&B industry in the country.

INNOVATION AND VALUE OFFER

Due to a small target market and drop in sales, especially during semester breaks, Imer Jibril and Wan Azehan Helmi were propelled to make some innovations to their business. The following innovation are the types of innovation that have helped increase King Oden's sales:

PRODUCT INNOVATION

- Pastes with flavours preferred by the local (extra spicy & Asam laksa besides the original oden taste)
- 2. No preservatives or artificial preservatives added
- 3. Pastes with extended shelf-life and improved nutritional values
- 4. Interesting box packaging introduced in addition to the vacuum packaging

PROCESS INNOVATION

Technology

The shift from manual production to an automated system such as auto-filling machines, vertical sealers & mixers has also contributed a great deal to the success of King Oden. The following are the upsides of using technology:

- 1. Increase paste production (from 1200 packets to 5000 packets per day),
- 2. Reduce labour costs (from 8 to 2 employers)
- 3. Improve working efficiency (from 22 hours to 6 hours per day).

Marketing Technique

The utilization of social media as their main marketing platforms is also one of the process innovations proven to be effective in increasing

King Oden sales. The online platforms used are as follows:



VALUE OFFER

Pricing

King Oden is sold at a low price (RM10) with net 3 to 4 people per serving depending on the weight of 100g as compared to other oden paste manufacturers.

Serving

steamboat ingredients

SUSTAINABLE BUSINESS MODEL

One of the biggest challenges in business competitive, King Oden has adopted the is to ensure that it can stand the test of time. Therefore, to remain sustainable and

following approaches as their business model:



AGENT-BASED SYSTEM

Realising that running a profitable and sustainable business venture calls for a collective effort, Imer Jibril and Wan Azehan Helmi have resorted to the agent-based system as their main sales technique. At present, King Oden has close to 1000 agents all over Malaysia.

Agents are provided with the following:

- 1. Business package selection of their preference (Warrior, Elite & Stockist, Leader)
- 2. Free training and coaching.
- 3. Marketing materials
- 4. Incentives

e.g.

- Under the campaign "King Oden Cakna', entrepreneurs under the warrior package are exempted from paying for the package until after they have managed to sell out of the stocks
- King Oden outstanding Awards

DROPSHIPING

Dropshipping is another business opportunity provided for those who wish to sell King Oden as a side income generator. Dropshippers do not keep the products they sell in stocks. Instead, they purchase the products from leaders or stockist and have them shipped to the buyers.

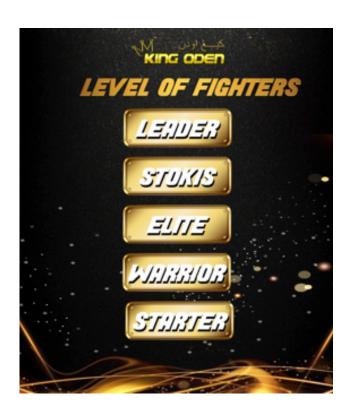
USE OF E- COMMERCE PLATFORMS

King oden products can also be purchased on the top ecommerce sites such as Lazada and Shopee

CUSTOMER ENGAGEMENT ON SOCIAL MEDIA

King Oden realises the need for businesses to be savvy with social media marketing in order to draw more significant and diverse audiences. These are some of the activities done to engage with customers:

- 1. Ongoing virtual events (live promotional activities, FB ads, reviews from instafamous, mukbang, etc)
- 2. Providing incentives (e.g., Recycle contest Customers are to buy 6 boxers of King Oden for a lucky draw number)



- For starter minimum to purchase RM 80 = 10 pcs.
- Warrior level is a special package without capital targeted for single mother and unemployed person



MARKETABILITY (INVESTMENT) RATE AND FINANCIAL ACHIEVEMENT

In the beginning, King Oden spent about RM3,000 in research and development and managed to come out with just a small number of productions, small enough to produce only 20 packages per day. At that time, the direct selling strategy was implemented, and the targeted market was students of UMK. With the trend of having oden and instant noodles rising, they tried to take this advantage by selling the paste directly to students. The packaging was in the form of a pouch bag, which made it easier to bring along and prepared whenever needed. King Oden is well known for its paste which is always ready to go, and no added ingredients are needed. Nevertheless, there has never been a ready-to-eat oden paste, along with all of the oden ingredients, inspired by the creation of

instant noodles. Oden in a cup is one of the many innovations in progress, and King Oden hopes to penetrate convenience stores in Malaysia in their upcoming project.

With the initial fund of RM3000, King Oden has now operated with a fixed cost of RM20,000, which includes remuneration. On average, King Oden sales can go from RM150,000 up to RM200,000 per month (July 2021). 35% of the company's profit is goes to Imer Jibril and Wan Azehan Helmi, and the rest will go towards upgrading the assets of the company. King Oden has achieved a remarkable achievement which King Oden have reached close to 1 million, RM 980,000.



Financial Statement King Oden (Penyata Pendapatan) in 2019

Financial Statement King Oden (Penyata Pendapatan) in 2020

	RM		
Jualan Tunai			
Jualan Kredit	117,000		
Jumlah Jualan	117,000		
Tolak : Kos Langsung			
Stok Awal			
Belian Tunai			
Belian Kredit	33,000		
Kos Barang Untuk Dijual	33,000		
Stok Akhir			
Kos Barang Dijual	33,000		
Untung Kasar	84,000		
Tolak : Perbelanjaan Pentadbiran dan Operasi			
Kos Pengeposan			
Petrol			
Tol			
Parking			
Gaji	12,000		
KWSP			
Socso			
Upah pekerja & runner	18,000		
Kos SSM	70		
Iklan dan Promosi			
Bil Elektrik			
Bil Air			
Bil Telefon dan Internet			
Lain - lain Utiliti			
Sewa	1,440		
Lesen Perniagaan			
Percetakan			
Alat Tulis			
Penyelenggaraan	2,400		
Belanja Susut Nilai			
Lain-lain perbelanjaan			
Jumlah Perbelanjaan	33,910		
Untung Bersih	50,090		

	RM
Jualan Tunai	
Jualan Kredit	980,000
Jumlah Jualan	980,000
Tolak : Kos Langsung	
Stok Awal	
Belian Tunai	
Belian Kredit	312,000
Kos Barang Untuk Dijual	312,000
Stok Akhir	
Kos Barang Dijual	312,000
Untung Kasar	668,000
Tolak : Perbelanjaan Pentadbiran o	dan Operasi
Kos Pengeposan	24,000
Petrol	8,210
Tol	
Parking	
Gaji	180,000
KWSP	
Socso	11,700
Upah pekerja & runner	36,000
Kos SSM	
Iklan dan Promosi	21,000
Bil Elektrik	5,210
Bil Air	2,190
Bil Telefon dan Internet	3,500
Lain - lain Utiliti	
Sewa	9,000
Lesen Perniagaan	
Percetakan	
Alat Tulis	
Penyelenggaraan	13,500
Belanja Susut Nilai	
Lain-lain perbelanjaan	
Jumlah Perbelanjaan	314,310
Untung Bersih	353,690

MARKET POTENTIALS & STRATEGIES

MARKET POTENTIAL

King Oden aims to sell their products all over Malaysia and penetrate the international market.

Local

King Oden now has penetrated all the states in Malaysia with close to 1000 agents. It is confident that at least 2000 agents will join the company in 2021.

International

King Oden is at the first stage of market analysis, where they are doing their market evaluation in the neighbouring countries such as Brunei (Muara), Indonesia (Balik Papan and Jakarta) and Thailand (Narathiwat).

Currently, the products of the company are already available in these countries. After the company receives the feedback from the customers and gets the Halal certification, King Oden will begin mass production based on the local palates.

STRATEGIES

In achieving the aim, the company focuses on Upscaling, promotion, pricing, product and place.

Upscaling

King Oden had positioned oden as a street food product in the target group of university students who did not find any time for cooking, but this did not work for the product. During semester breaks, the students went home, and the company had no sales. They repositioned the product towards the ready-to-cook segment with various sales promotions. The repositioning worked wonders for the brand and gained popularity as a trending oden paste, widely accepted in the Malaysian market.

Place

King Oden pastes are sold on e-commerce sites (Lazada & Shopee) and can also be purchased from agents all over Malaysia. Purchases can be made via agents' WhatsApp or Telegram

Product

The company consulted various agencies such as MARDI for guidance on quality control, nutrition values, and product shelf-life. The company innovates the original oden to extra spicy and Asam laksa. What makes King Oden stands out in the oden market is its innovative product, Asam Laksa, the local variety. The company is now working on obtaining the HALAL status for its oden, which will attract more Muslim consumers internationally.

Pricing

King Oden has consistently marketed and priced its product as an affordable oden-for-all compared to its competitors. A pack of 100 gm oden is sold at RM10; with its high quality, their oden is indeed value for money. The pricing was set at a cheaper price compared to the other Oden manufacturers such as Oden Cik Yana, Family Mart Oden& Adabi as King Oden is brand new in the market and needs customers to grow.

Promotion

To market their products, King Oden moved from free marketing to paid marketing. In the beginning, the company utilised free marketing through personal Facebook, Instagram, Tiktok, telegram and WhatsApp. Next, they recruit marketing agents and allocate RM20000 per month for paid marketing through FB ads and paid reviews by Instafamous.



INDIVIDUAL AND BUSINESS ACHIEVEMENT

INDIVIDUAL ACHIEVEMENT

Throughout its establishment, King Oden has flourished in the scene of food production and inspiring others to realise what Imer Jibril and Wan Azehan Helmi have accomplished. To date, King Oden has been a phenomenon in the food scene, especially amongst the local oden lovers. King Oden also has been in the alternative and mainstream media spotlight, highlighting how success can also be attained with a humble beginning.

Award

Recently, King Oden has been honoured with the Student Enterprise Award in conjunction with the UMK Entrepreneurial Awards (UMKEA) 2020.

Social Responsibility

Despite everything that they have accomplished, King Oden has never forgotten their social responsibility by giving back to Siti Aminah Orphanage in Pasir Pekan and Bachok. With the program that they called "Kutipan 20 Sen", RM2000 and contributions in the likes of money and clothes were provided to these institutions.

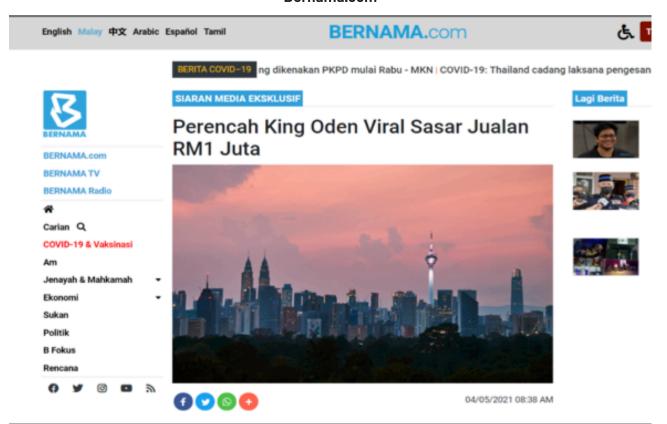
Media Coverage

Astro Awani



Source: https://www.astroawani.com/berita-malaysia/umk-students-earn-sixfigure-selling-oden-paste-296741

Bernama.com



Source: https://www.bernama.com/bm/press/news.php?id=1958434

Harian Metro



Source: https://www.hmetro.com.my/mutakhir/2021/05/703050/pendapatan-enam-angka-sebulan-jual-perencahoden-metroty

SAYS



Source: https://says.com/my/news/kelantan-student-oden-business

Harakah Daily



Source: https://harakahdaily.net/index.php/2021/05/05/tiada-kepakaran-memasak-namun-berjaya-hasil-pes-oden/

Oh! Media





TRENDING

OH! ARTIS

OH! TIDAK

OH! TECH OH! LIFESTYLE



Puluhan Kek Terpaksa Dibuang, Ada Kerosakan Pada Peti Penyejuk



Carl Samsudin Ketemu Pak Cik Hadi, Tampil Mohon Maaf



Peguam Dakwa Ada Pihak Cuba Jatuhkan Usahawan Carl Samsudin



Dua Pemuda Menjual Perencah Oden Sehingga Mendapat Pendapatan Enam Angka Sebulan



Source: https://ohmedia.my/ohplus/oh-inspirasi/dua-pemuda-menjual-perencah-oden-sehingga-mendapatpendapatan-enam-angka-sebulan/

The Malaysian Reserve



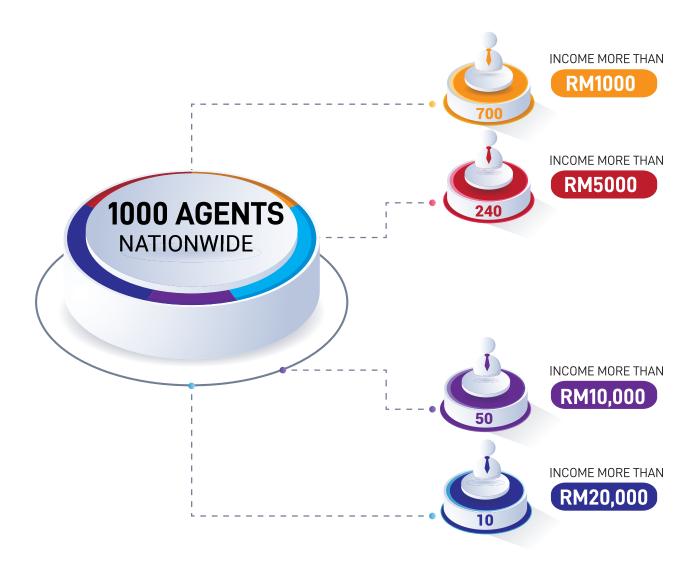
Source: https://themalaysianreserve.com/2021/05/06/umk-students-earn-six-figure-by-selling-oden-paste/

UMK Entrepreneurial Award 2020 Category: Student Enterprise Award



BUSINESS ACHIEVEMENT

- King Oden started with a humble beginning back in 2018, serving ready-made oden soup for UMK students in a small rented kiosk near the university. With RM 3000 as their capital, King Oden now operates with a fixed cost of RM20,000, boosting their sales, going from RM150,000 up to RM200,000 monthly.
- 2. King Oden has recruited close to 1000 agents nationwide. 60 of them have reached 5 figures, and the rest have earned themselves a four-figure income just by selling King Oden. With almost 1000 agents nationwide and almost 200 000 customers,
- King Oden managed to generate total sales of RM980,000 in 2020. Astoundingly, out of these agents, 700 managed to generate an income of more than RM1000, 240 agents with more than RM5000, 50 agents with more than RM10,000 and 10 agents with an income of more than RM20,000.
- Two business premises; a factory located in Kampung Keting, Gunong, Bachok and another premise which caters for the likes of promotion and marketing located in Pasir Mas.



Company Factory, Van and Sales Center







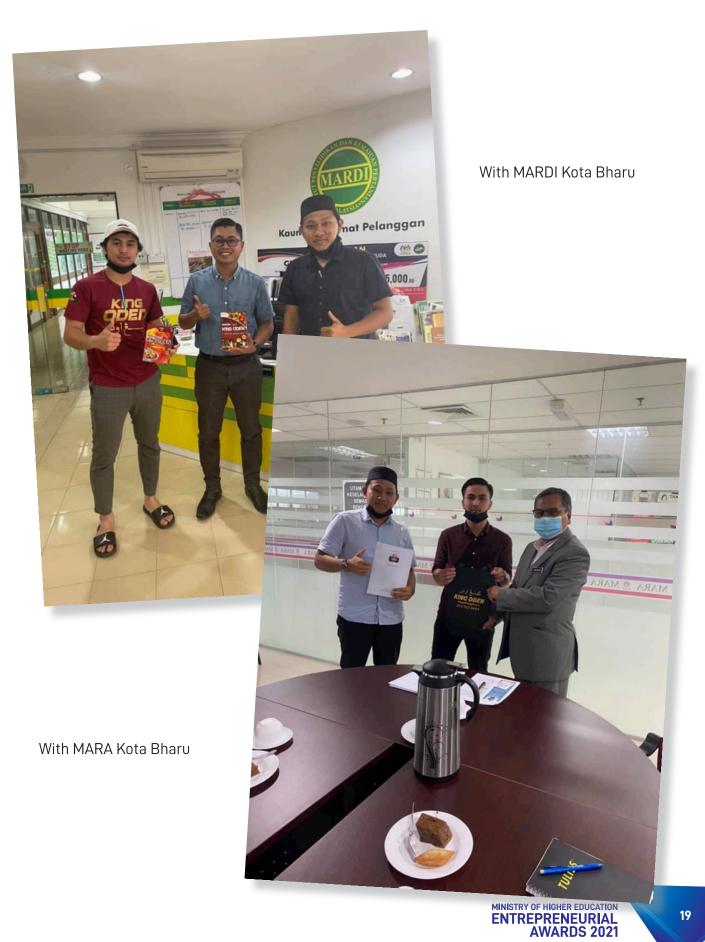
Kiosk Promotions



Charity Programmes



Collaborations



Agents Achievement



KING ODEN's Achievement



King Oden Office, Pasir Mas

Van King Oden



King Oden Factory, Gunong, Bachok



SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERSILAPAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL.

** MAKLUMAT PERNTAGAAN **

NAMA : ZEHAN JIBRIL ENTERPRISE NO. PENDAFTARAN : 202003357839 (KT0485533-U)

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KELANTAN PERKONGSIAN

 TARIKH MULA BERNIAGA
 : 06-12-2020

 TARIKH PENDAFTARAN
 : 06-12-2020

 TARIKH LUPUT PENDAFTARAN
 : 05-12-2021

 STATUS
 : AKTIF

BENTUK PERNIAGAAN

** JENIS PERNIAGAAN **

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NAMA NO PENBAFTABAN 2000AN 2000U ANT ARPEDIA 202003357674 (KTM65533-U)



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TARIKH MASUK : 06-12-2020

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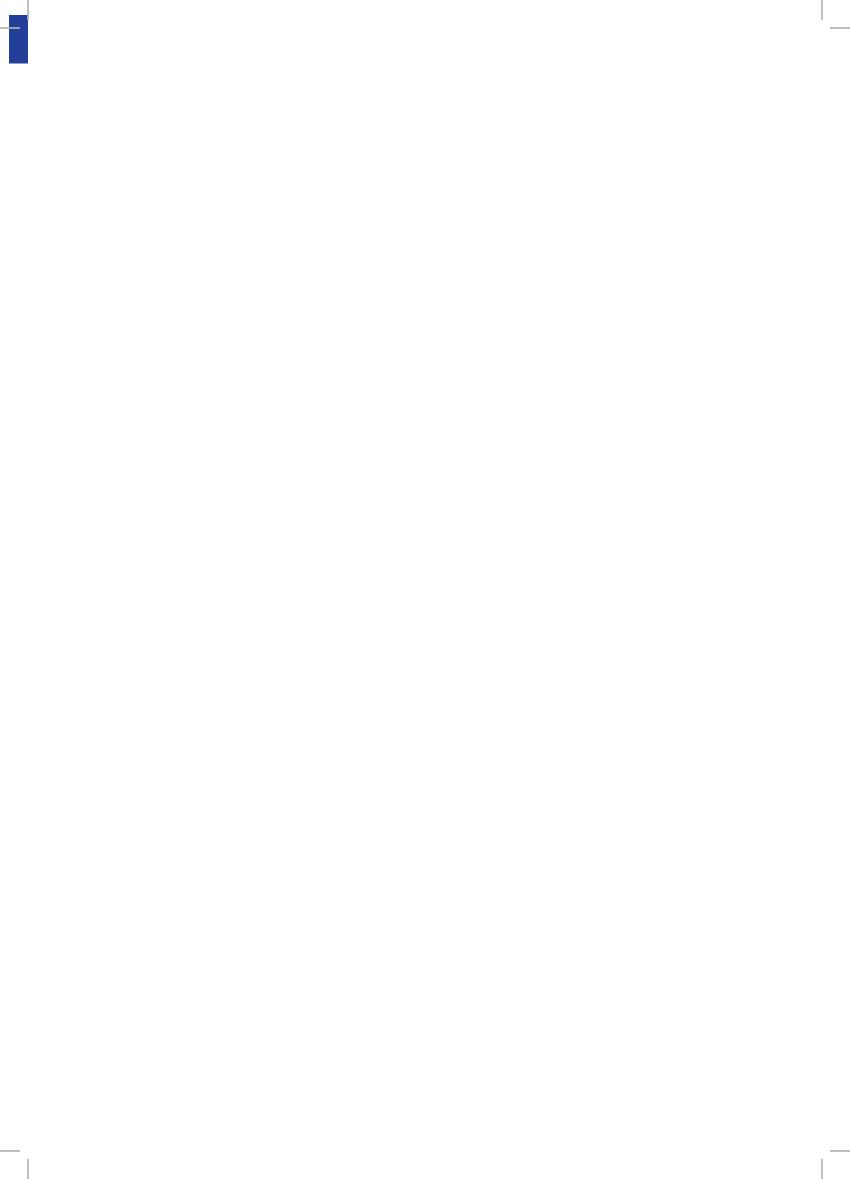
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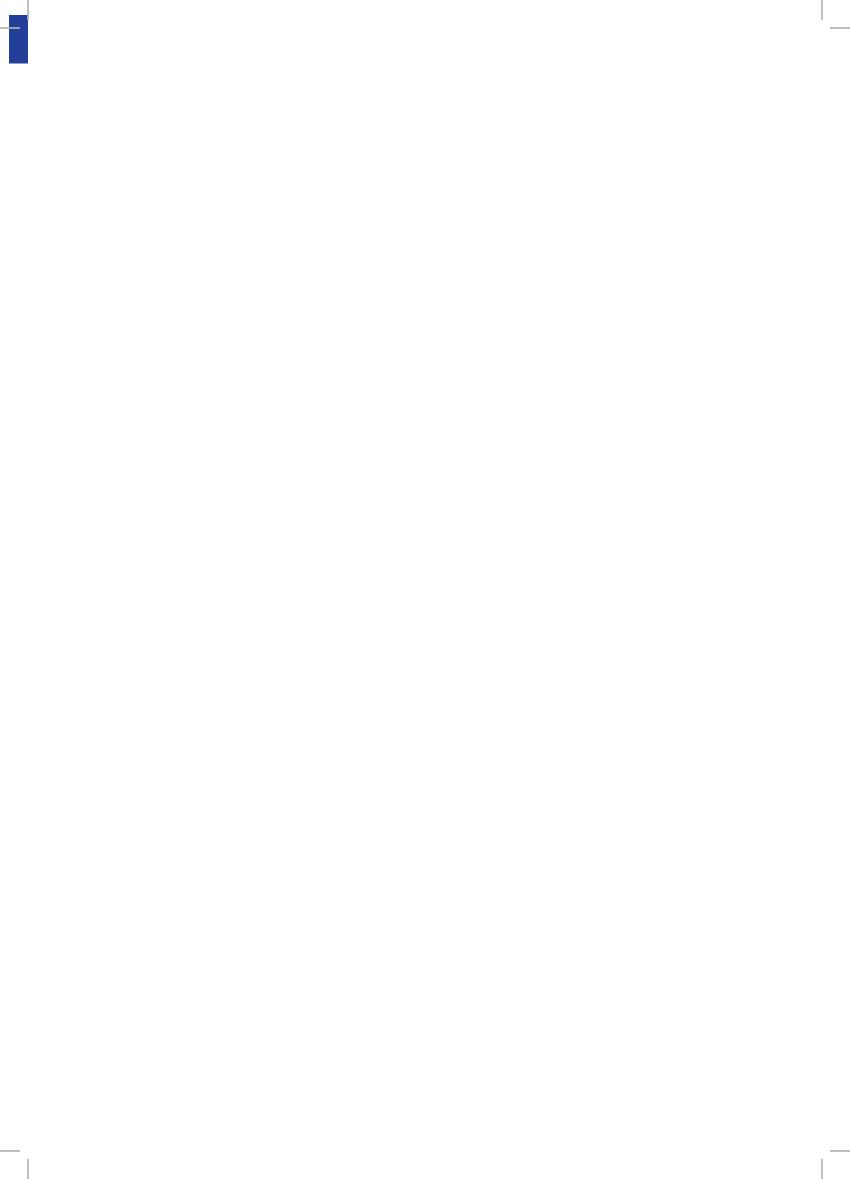
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Encik Mohd Al Azam bin Mat Razi
Encik Ab Halim Hafiz bin Ab Aziz
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