

Mydin: Behind the Scenes (Malay Version)

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Opinion

Written by Datin Dr. Hj SITI Hawa Mohd, this book is not about profit, margin, price, strategy or the secret operations of the company, but tells the dreams of a man and how he changed his fate. He transformed his dream into reality. This story is about Mr. Mydin Mohamed Ali and more centered on the rotation of a life full of challenges in the search for wealth and success, but he still adhered to the principles of humility and austerity. For example, to this day, he still uses public transportation like buses, low-cost and is willing to wait in a government hospital for treatment. This book is also a story of triumph, something good will overcome a bad thing, and about the family institution. The stories of a family, who stick together, united and ready to accept a change to move forward. This story proves that relationship intact family institution which will form the pattern of one's life.

The formation staff in an organization is like a family establishment that has come from the family's simple or fancy. In Mydin culture, day to day interactions among staff and management can produce a close family relationship and always cooperate. The Mydin management confident with their activities in the branch, such as Yassin recital ceremony monthly, Iftar in Ramadan, staff Birthday Celebration, sport between branches, Lunch Joint Staff of the Department, and a meeting between the staff at the branch every Saturday to bridge and strengthen the family relationship among staff. The changes taking place on the day begins with a sense of compassion, concern and friendship to highlight our dreams in this world. Everything can be achieved if everyone plays their part.

Working morale without expecting a reply, humility and teamwork culture and do not differentiate between each other has managed to demolish the castle between staff from different cultures and countries. Cooperation between all of cleaners, salespersons, suppliers, clients, external customers, shareholders, Board of Directors and all 8,500 employees of Mydin will always make Mydin a local success story. The essence of success lies in the strength of determination, a strong family institution, memory and communication between individual day-to-day to be able to strengthen the organization and countries like

Malaysia. The book was published to give recognition to all the citizens of Mydin, especially the family and their staff, whether they are served or not served anymore. Without them, Mydin will not be at the level it is today.

Now, Mydin is a wholesale famous brand supermarket in Malaysia. As we entered the Mydin hypermarket, we will be able to feel the atmosphere of 1 Malaysia. Mydin even considered a supplier of goods to customers from the middle and lower classes, their customers also consists of the dignitaries like the Minister and the Royal Family. Mydin offers a wide range of products with the best value. In a situation where Malaysia is experiencing an economic downturn, Mydin businesses not affected because they offer low prices and of course customers will find items that have a low price. Mydin not believe the price fluctuations of goods. Mydin customers not limited to the Malays or Indians. Mydin is building 1 Malaysia. They attract customers of other ethnic groups as well. Everybody wants a competitive price. Whether customers are shopping because promotion offered during the opening of a new branch or their Mydin personal care compare with competitors, all customers will be thrilled with the prices offered, the variety of goods and products sold in supermarkets are locally produced.

Shopping experiences anywhere between six Mydin hypermarkets (Subang Jaya, Ayer Keroh, Kuala Terengganu, Kubang Kerian, Bukit Jambul and Seremban Era Square Terminal 2) is certainly able to attract anyone. Mydin was compared with Mohamed Mustaffa in Singapore and Walmart in the United States, but the concept is different in Mydin business. Mydin focus is to wholesalers. Mydin items packaged to meet the needs of wholesalers and retailers. Mydin is a local dealer. This book hopes to inspire young Malaysians to emulate. To the new operators in Malaysia, the story is hoped to build a self-confidence that they too can make their dreams come true. Experience can be searched, capital is available, what is needed by every individual is determined to achieve something, in line with the spirit of the Father of Malaysia Independence, namely Malaysia's first Prime Minister, Tunku Abdul Rahman in achieving independence without any bloodshed.