



Name: Mohammad Haziq Izuddin Bin Mohd. Kairulnizam

Age: 18 years old

Born: 16 Jun 2003 at Hospital Besar, Ipoh.

Siblings: The first child out of 4 siblings.

Education: SPM

Business: Sajian D. Manjoi
(Instagram: @sajiandmanjoi_)

Business Area: Bangi Square, Kajang,
Selangor
HQ – Taman pinggiran putra

Experiences: Haziq has a working experience at Pizza Hut Serdang for a year from early 2019 until early 2020. He has also been managing his mother's business in selling Nasi Ayam and various foods since a young age.

INTRODUCTION

How would you define good food? Some of us might say a healthy kale salad, others a delicious pizza, while some may point to the western food that is always trending around the country such as

McDonald or KFC. But in Sajian D Manjoi's experience, such a question crystallizes the way that language and culture add layers of meaning to what's on the plate. It's not just what food we eat that matters, but how we enjoy it.

Food business Sajian D Manjoi offers a variety of foods and is quite popular around Bangi and Serdang. However, at Bangi Square, Sajian D Manjoi offers 6 different kinds of food. which includes Nasi Ayam, Mee Kari, Mee Rebus, Mihun sup, Soto nasi impit and Rojak pasembur.

Haziq's mother came up with the name idea for the business, which is called Sajian D Manjoi. It has been operating since 2012. The word 'manjoi' comes from his hometown of Ipoh. Haziq took over the family business in 2019, rebranded it and began managing it. He was 16 years old at the time.



While we love western food like burgers or pizza, we can't ever leave behind our culture, so even if we sell the same local food like Nasi Lemak, the ingredients and the recipe may differ and taste different. Additionally, the price is extremely cheap and affordable.

While other shops sell the same product as Sajian D Manoi, the shop itself has been operating since 2012 and has its fame through word of mouth of how delicious the food is, which has led Sajian D Manoi to persist to the present time. Last but not least, Sajian D Manoi also provides food delivery via its apps foodpanda and shopee as well as calling the restaurant itself at Bangi Square.

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@sajinandmanjoi_

FOODS ON THE MENU
MAINLY AT BANGI SQUARE



SDM

SAJIAN D MANJOI



He took those time as a learning opportunity to understand the working environment of a hotshot brand in the Food & Beverage industry. Although he lacked the experience at the time, it did not stop him from learning professional working etiquette as a worker should.

He worked tirelessly and did all the work, even without being asked by the manager. He could be considered a worker employee who should be valued. Unfortunately, since Haziq was a minor, the manager took that to his own advantage and did not pay Haziq's overtime payment for months. After a year or so of learning the management of the Pizza Hut Restaurant, Haziq resigned with a day's notice.

After understanding the management of a hotshot brand, he also was able to learn where they got the supplier and the origin of the franchise. By using the knowledge that he had acquired, Haziq then continued to expand his business starting by adding 2 more tents for his roadside shop after his resignation. With this, he will have more space to put more food on the table and give more choices to his customers.

Came from a not so well-off family, Haziq was determined to change the fate and the state of his family by rebranding and taking over the family's business. Ever since the death of his younger sibling, it ignited the fire in his heart to earn more money so he can help his family financially. His love towards his family makes him choose not to continue his study after SPM was the reason for his choice, while the other was the fees of the university that needed to be paid.

Haziq is the oldest of his siblings, although he is still young and supposedly plenty of time to play around with his friends to enjoy his youth like any youngster. The responsibility as the 1st child and a brother forced him to earn money to pay the school fees of his siblings, the experiences that he has faced at a young age forced him to mature earlier than other kids of the same age.

At a young age, he was exposed to business life through his mother, who sold kuih muih, nasi ayam, and different kinds of noodles, such as mee kari and had experience working at a Pizza Hut in early 2019.



MISSION & VISION

To expand his business empire throughout Malaysia and to help more and more people get a job working alongside him.

ACHIEVEMENTS

(IN 2019)

Mothly capital
RM 15,000.00

Mothly profit
below RM 5000.00



(IN 2021)

Monthly capital
(RM 25,000.00)

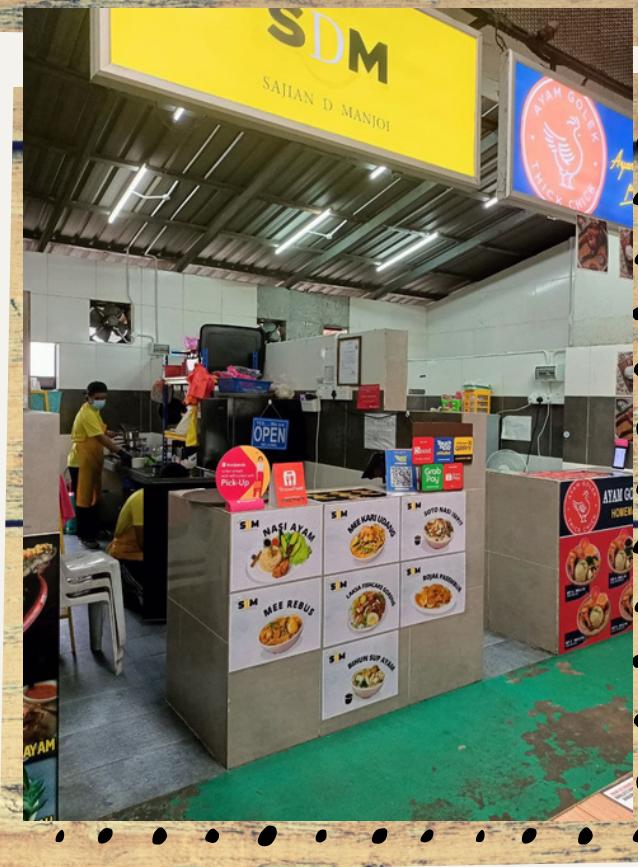
Monthly profit
RM 18,000.00

(Average of RM 600 per day)

Highest profit: RM 38,000.00

ACHIEVEMENTS

Haziq's biggest achievement this year is opening another business in Bangi Square. Currently, the business has spread to 3 different places and one of them is the newly opened shop in Bangi Square while others are at Ipoh and Serdang



CHALLENGES MET

Haziq met with all kinds of challenges along the way, one of them was a time he could never forget and I was there to experience them myself. As the pandemic hit students started doing business on the school ground selling nasi lemak, Takoyaki and all kinds of various foods and Haziq were one of those students. He started by bringing his lunch which was Nasi Ayam, one of his friends however, did not bring his lunch and thus tasted some of Haziq's food which captivated him into asking whether Haziq would sell the food.

He then got the idea and perhaps this could be his chance in popularizing his family's business, he started by taking orders from classmates from a single digit of orders turn into dozens which attracted the attention of the principal. As the canteen was furious about not getting any profit from the students, they filed a complaint and Haziq was scolded and students were banned from selling foods on the school ground again. At the time Haziq sold one Nasi Ayam for only RM 4 each which is extremely cheap and delicious and he was able to earn about RM 500 in one day.

Now he faces the challenges of having too many responsibilities as he handles most of the work especially in managing his shop at Bangi Square. Because the shop is been opened recently, he also lacks working staff and was forced to do all the cooking and taking orders at the same time all by himself. Adding the staff at Serdang the total staff he has is only up to 7 now. There were lots of staff before and most of them are Haziq's friends but they had to quit to continue their studies.

This also included the lack of time to handle all of the affairs which resulted in some work being untouched. Because of the business's fame, there were too much demand and lack of supply, although the business could achieve much more than this it is still just the beginning.



OVERVIEW

I was lucky enough to meet the man himself, Haziq. Even though he was my schoolmate we barely interacted with each other and this is the first time after graduating that I was able to meet him again. I visited his shop at Bangi Square, after interviewing him I was impressed and felt proud listening to the tale of his journey through everything until he is now. Based on the observation and the stories that Haziq had told me I can see that he is a disciplined and hardworking young man, at the age of 18 years old he had experienced the ups and downs of life. He is not afraid and will face all the troubles and challenges that appeared and all of that only increased the determination in his heart to achieve his goal.

In the interview that I had with him, Haziq would describe his success in his business so far as still not enough. Although he earned a lot than most average working people, he is determined in completing his task through his goal which is earning a million profit within 2 years. He also believed that Malaysia's number one business opportunity lies in the Food & Beverage Industry and as we all know, the citizens of Malaysia could never hold themselves from trying out delicious food. With different cultures and customs, it is undeniable that we offer various interesting foods.

Haziq admitted that he could never work under someone else and so he worked hard to expand his business. As a businessman, Haziq believed that the happiest thing a businessman could ever get is profit. Indeed, it is but it is also a challenge that he has to face all day to restrain himself from getting too comfortable and ending up losing all the blood, sweat and tears that he had poured into his business.

Lastly, as a young businessman, he also trusts that we need to be confident in making a decision. There is no escape in taking risks for the sake of the business there will always be a time where the business fails and loses tons of money or worse wasted. But that is where the beauty lies, when we fall, we must get up and learn from the mistake of the past. "Never give up and finish what you started."

