

MYDIN

**BREAKING THE
TRADITIONAL
CODES : WORLD
WITHOUT
BOUNDARIES**



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Managing Director of MYDIN

MYDIN



*Our humble beginnings
before WWII
in Penang*



The Old shop back in 1918 in
Penang

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After the independence of Malaysia, my father, Tuan Mydin started the business with the support of my mother Puan Rowshan in Kota Bharu, Kelantan



1st Kedai Papan in Kota Bharu (1957)

22 YEARS



Old Shop in Kuala Terengganu (1979)

8 YEARS



1st shop in Jalan Masjid India, Kuala Lumpur (1987). Now occupied by New Malliga Enterprise Sdn. Bhd.

You need to Be **AWARE** of What is **Happening** Around You!



5 Important Questions to ask yourself:-

- ✓ *What is the New Current Trend*
- ✓ *What your Competitor is Doing*
- ✓ *How can you Improve Further*
- ✓ *What your competitor is **NOT** Doing*
- ✓ ***What Customers want***

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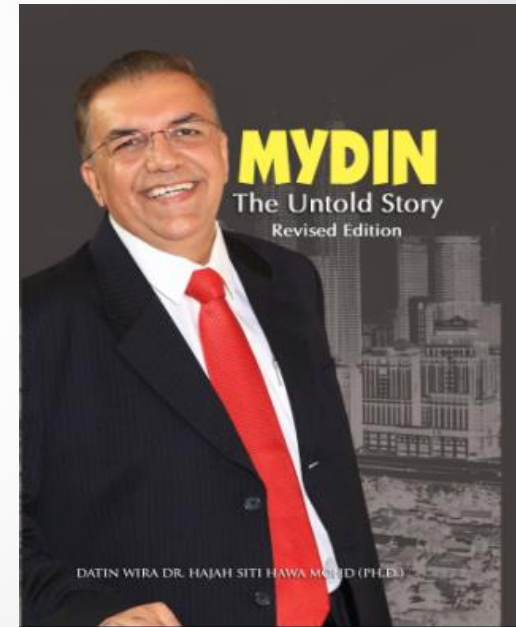
FIND OUT THE SECRET OF MYDIN'S SUCCESS!



MYDIN The Untold Story
First Prize Winner
Popular-The Star Readers' Choice Awards 2013
(Non-fiction Category)



MYDIN Di Sebalik Tabir
Winner of National Book Award 2014
Best General Book
(Corporate Biography Category)



RM14.90

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