Welcome Guest user

emerald insight
Discover Journals, Books & Case Studies

Browse our content Publish with us Register for a profile Cart Login

Enter your search terms here Advanced search

Home / Case studies / Emerald Emerging Markets Case Studies / MR.D.I.Y. "the Malaysian sweetheart"

To read this content please select one of the options below:

Access through your institution Access and purchase options

MR.D.I.Y. "the Malaysian sweetheart"

Yeoh Khar Kheng, Sethela June

Publication date: 18 July 2023 Permissions

CASE TEACHING NOTES

Abstract

Learning outcomes

Upon completion, successful students will be able to examine the importance of digitalisation as a competitive tool in business management; use a suitable theory to justify the need for an organisation to engage in e-commerce; develop suitable strategies/solutions to challenges faced by a business organisation in the world of digitalisation of business; explain the way data analytics and digitalisation can affect business strategies and marketing functions; and identify and explain various considerations in the internationalisation of business.

Case overview/synopsis

MR.D.I.Y. "The Malaysian Sweetheart" is a case about a home improvement company that has transformed itself from a regular hardware shop into a favourite home improvement retailer in Malaysia. The case looked at the influence of e-commerce and digital transformation marks a rethinking of how an organisation uses technology, people and processes in pursuit of new business models and new revenue streams, driven by changes in customer expectations around products and services. Such transformation has indeed created opportunities and challenges for business organisation throughout the globe in their pursuit of staying competitive for MR.D.I.Y. even though they are considered the largest home improvement retailer in Malaysia. The case also introduces the students to the Uses and Gratification Theory that underpins the e-commerce business model. The management of the company is concerned about its future given the rising competition and gloomy economic conditions.

Complexity academic level

The target group for this case is undergraduate students. Specifically, it is suitable for those in the field of Entrepreneurship taking e-commerce/small business management/entrepreneurship courses. The main purpose of this case study is to assist students in critically examining how a small business evolved from a tiny neighbourhood shop to become a household name at the national level and eventually emerged as the largest home improvement company locally and abroad. Specifically, the case can be applied to topics like Retailing in Electronic Commerce, Innovative EC Systems, Social Commerce and Launching an Online Business, which all are related to the courses on E-Commerce, and this case is also suitable to any other contemporary business management module. Additionally, educators can use this teaching case as a tool in an executive programme for senior, middle and lower managers to shape their thoughts and attitudes toward managing a contemporary retailing business. With this case, it is hoped that students would be able to understand and decide wisely if they encounter similar circumstances in the future.

Supplementary material

Teaching notes are available for educators only.

Subject code

CSS 3: Entrepreneurship.

Keywords

Entrepreneurship E-commerce Digital marketing Retailing Internationalisation

Acknowledgements

Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

Citation

Kheng, Y.K. and June, S. (2023), "MR.D.I.Y. "the Malaysian sweetheart"", , Vol. 13 No. 2. https://doi.org/10.1108/EEMCS-12-2022-0460

Download as .RIS

Publisher: Emerald Publishing Limited

Copyright © 2023, Emerald Publishing Limited

Related articles

Zomato: quick commerce on the menu
Jagandeep Singh, Emerald Emerging Markets Case Studies, 2023

On the way of making alagrand.com a grand business!
Priyanka Pathak et al., Emerald Emerging Markets Case Studies, 2020

Embracing digitalisation of the profession and practice: MIA's walking the tech talk
Zamzulaila Zakaria et al., New Library World, 2021

Powered by TRENDMD

Support & Feedback Manage cookies

Emerald logo

© 2024 Emerald Publishing Limited

Services
Authors
Editors
Librarians
Researchers
Reviewers

About
About Emerald
Working for Emerald
Contact us
Publication sitemap

Policies and information
Privacy notice
Site policies
Modern Slavery Act
Chair of Trustees governance statement
Accessibility