

Cergas Subuh Enterprise: Nurturing Islamic Principles and Ethnic Values

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Abstract

Embark on a captivating exploration into the remarkable odyssey of Cergas Subuh Enterprise, an extraordinary small business nestled in the heart of Ulu Gombak, Selangor. Firmly grounded in the tenets of Islamic values and deeply rooted in the vibrant Minang ethnic culture, this humble enterprise showcases an awe-inspiring journey of resilience and determination. Witness the remarkable devotion with which they navigate the ever-evolving challenges brought about by rapid urbanization. Despite the encroachment of concrete jungles and the allure of modern amenities, they remain resolute in preserving their ancestral ties to the land. While upholding their treasured traditions, they skill-fully merge the wisdom of the past with the innovations of the present. Furthermore, in an era dominated by the digital age, Cergas Subuh Enterprise fearlessly embraces technology, leveraging its power to expand their reach and connect with a broader customer base. By effectively harnessing the potential of online platforms and social media, they ingeniously showcase their produce while preserving the authentic essence of their Minang heritage. Intriguingly, this case serves as a profound reminder that tradition and progress can harmoniously coexist.

Keywords: *Islamic values, Family business, traditional markets, digital transformation, entrepreneurship, community.*

INTRODUCTION

In the quaint town of Ulu Gombak, Selangor, there existed a small business known as Cergas Subuh Enterprise. Established in 1970, this humble venture was the brainchild of Mr Subuh, a Minang man born and raised in Ulu Gombak. As the eldest among his 15 siblings, Mr Subuh had shouldered the responsibility of supporting his family since his father's untimely demise when they were all young. Mr Subuh, as the founder and driving force behind the venture, exemplified the entrepreneurial spirit combined with a deep sense of responsibility towards his family and community.

The establishment of Cergas Subuh Enterprise in 1970 marked the beginning of a remarkable journey. As the eldest sibling, Mr Subuh took on the role of provider for his 15 brothers and sisters following the untimely demise of their father. This responsibility instilled in him a strong sense of determination and the will to succeed against all odds.

Mr Subuh's choice to establish his business in Ulu Gombak, his hometown, was a testament to his deep connection with his roots and his desire to contribute to the local community. By choosing to stay in his hometown, he not only embraced the tranquillity and natural beauty of the area but also sought to preserve and promote the Islamic and Minang cultural values that were ingrained in the community.

The success and sustainability of Cergas Subuh Enterprise were deeply rooted in the strong Islamic and cultural values upheld by Mr Subuh. Islamic teachings played a fundamental role in shaping his approach to business, emphasizing honesty, integrity, fairness, and compassion in all transactions. These values formed the bedrock of his interactions with customers, fostering trust and loyalty within the community.

Moreover, Mr Subuh's commitment to preserving the Minang culture was evident in the way he conducted his business. The traditional markets, or *pasar malam* and *pasar pagi*, became platforms for showcasing the vibrant Minang flavors, traditions, and customs. Through the sale of fresh vegetables and fruits, Mr Subuh not only provided sustenance but also offered a glimpse into the rich heritage of the Minang community.

The resilience of Cergas Subuh Enterprise was evident in the face of urbanization and changing consumer behaviors. As Ulu Gombak experienced the allure of the nearby Kuala Lumpur and the emergence of educational institutions, Mr Subuh remained steadfast in his commitment to his Islamic and cultural values. He recognized the importance of adapting to the digital age and urged his descendants to embrace online platforms while preserving the essence of the business.

The small business resilience of Cergas Subuh Enterprise can be attributed to several factors. First and foremost, the strong Islamic and cultural values embedded in the business practices served as a guiding light, providing a sense of purpose and direction. These values instilled a deep sense of responsibility, integrity, and compassion, fostering trust and loyalty among customers.

Second, the tight-knit family unity and collaboration within Cergas Subuh Enterprise played a pivotal role in its resilience. The collective efforts of Mr Subuh and his family members, each contributing their unique skills and abilities, created a strong support system that

withstood the test of time. Their unwavering commitment to the business, driven by a shared purpose, enabled them to overcome challenges and adapt to changing circumstances.

Third, Mr Subuh's deep connection to his hometown and the support of the local community were crucial in sustaining the business. The customers of Cergas Subuh Enterprise were not merely buyers but an extended family, forming deep bonds of trust and loyalty. The community's recognition of the business as a symbol of their shared values and cultural heritage further solidified its resilience.

The story of Cergas Subuh Enterprise highlights the enduring power of small businesses rooted in strong Islamic and cultural values. It exemplifies the ability of such ventures to adapt and thrive in the face of urbanization, technological advancements, and changing consumer preferences. The unwavering commitment to ethical practices, community engagement, and family unity paves the way for long-term success and sustainability.

ULU GOMBAK

Deep within the heart of Selangor, nestled amidst lush forests and flowing rivers, lies the serene and enchanting suburb of Ulu Gombak. This hidden gem, blessed with nature's bounties, is a sanctuary that has been protected from the relentless march of development, preserving its pristine beauty and rich cultural heritage.

Ulu Gombak, declared a local cultural heritage site of the Minang community and the nearby Orang Asli settlement, is a testament to the harmonious coexistence between man and nature. Here, the residents are primarily rubber tappers, who have cultivated the land and nurtured the rubber trees for generations. They possess an intimate knowledge of the land, understanding its rhythms and secrets, passing down their wisdom from one generation to the next.

However, the tide of urbanization, driven by the growing allure of Kuala Lumpur, has brought about significant changes to the region. The young people of Ulu Gombak, seeking opportunities beyond the rubber plantations, have been drawn to the vibrant city life of the capital. They venture to Kuala Lumpur in pursuit of education and employment, leaving behind a place deeply rooted in their heritage.

Amidst the tranquillity of Ulu Gombak, two esteemed institutions of higher learning have emerged, bringing a new dimension to the area. The International Islamic University Malaysia (IIUM) Gombak campus stands tall, its modern architecture juxtaposed against the backdrop of nature's grandeur. The university serves as a beacon of knowledge, attracting students from far and wide who come to seek enlightenment and contribute to the academic discourse.

Adjacent to IIUM, the Universiti Kuala Lumpur - British Malaysian Institute (BMI) embraces a different educational ethos. Here, students embark on practical, hands-on learning journeys, acquiring technical skills and preparing themselves to enter the workforce. The institute acts as a catalyst for innovation and industry collaboration, bridging the gap between academia and the needs of the corporate world.

Despite the allure of the city and the emergence of educational institutions, Ulu Gombak remains deeply rooted in its traditional way of life. The rubber tappers, committed to their

ancestral vocation, continue to tap into the natural resources provided by the land. Their humble abodes stand as a testament to their unwavering connection with nature, built with sustainable materials sourced from the surrounding forests.

RESIDENTS OF ULU GOMBAK

The residents of Ulu Gombak, proud custodians of their cultural heritage, celebrate their Minang traditions with fervour and pride. The rhythmic beats of the traditional drums reverberate through the air during festive occasions, as the community gathers to showcase their vibrant dances and indulge in sumptuous Minang cuisine. The Orang Asli settlement, nestled nearby, adds another layer of diversity, offering glimpses into their ancient traditions and wisdom that have withstood the test of time.

As the rubber tappers toil under the canopy of towering trees, and the students of IIUM and BMI immerse themselves in their respective academic pursuits, there exists a harmonious synergy that permeates Ulu Gombak. The residents cherish their cultural heritage, embracing the modernity brought by education, while keeping the delicate balance with nature intact.

Ulu Gombak, a place where the past and the present intertwine seamlessly, beckons all who venture within its borders to experience the unique blend of tradition and progress. It stands as a testament to the enduring spirit of a community proud of its roots, living in harmony with nature, and embracing the pursuit of knowledge. In this idyllic suburb, Ulu Gombak, the soul of Selangor, thrives, as a living testament to the beauty and diversity that Malaysia embodies.

UPHOLD VALUES

Mr Subuh, a Minang man born and raised in Ulu Gombak. As the eldest among his 15 siblings, Mr Subuh had shouldered the responsibility of supporting his family since his father's untimely demise when they were all young. With an unwavering determination to provide for his loved ones, Mr Subuh joined forces with his mother to sell vegetables at the local pasar malam (night market) and pasar pagi (morning market) in the Ulu Gombak area. The entire family united to contribute their efforts towards the business, managing to earn enough to sustain their livelihoods and enable them to pursue education.

With an unwavering determination to uphold Islamic values and preserve the rich Minang culture, Mr Subuh embarked on a journey that would not only provide for his loved ones but also nurture a sense of community within Ulu Gombak. Inspired by the teachings of Islam, which emphasize the importance of supporting one's family and community, Mr Subuh understood the responsibility he carried.

In the early morning hours, as the first rays of sunlight illuminated the horizon, Mr Subuh and his mother would set up their stall at the pasar pagi, offering an array of fresh vegetables that had been carefully cultivated and harvested. The aromas of vibrant spices and the vibrant colors of their produce would entice the locals, drawing them closer to experience the authentic Minang flavors and traditions that were interwoven into their daily lives.

The spirit of collaboration and unity within Mr Subuh's family was fueled by their shared commitment to their faith and cultural heritage. Islamic values taught them the significance of working together, each sibling contributing their unique skills and abilities to sustain the family business. As they sold vegetables and fruits in the bustling pasar malam, their harmonious interactions with customers reflected the values of respect, integrity, and

compassion that were deeply ingrained in their upbringing.

Beyond their immediate family, Mr Subuh and his kin recognized the importance of supporting their community. They extended their generosity by donating a portion of their earnings to local mosques, orphanages, and charities, embodying the Islamic principle of zakat, which emphasizes the obligation to give to those in need. This act of philanthropy not only provided assistance to the less fortunate but also fostered a sense of unity and compassion within the community.

As Ulu Gombak underwent urbanization and the allure of city life beckoned the younger generation, Mr Subuh remained steadfast in his commitment to his faith and culture. His perseverance served as an inspiration to the community, reminding them of the value of preserving their roots amidst the rapid changes taking place around them. Mr Subuh's dedication to the business, rooted in Islamic teachings and Minang traditions, created a ripple effect that reverberated throughout Ulu Gombak.

PRESERVING VALUES

The family's success in sustaining their livelihoods and supporting their education was a testament to their unwavering determination and adherence to their cultural and religious values. Through their entrepreneurial spirit, they demonstrated that one could excel in business while remaining true to their Islamic principles and Minang heritage.

With a passion for upholding Islamic principles, Mr Subuh ventured into the business of selling vegetables and fruits. He saw this as opportunities to not only provide for his family but also to preserve his cultural heritage and live out his faith. With unwavering commitment, he incorporated Islamic values, ethical principles, and Minang traditions into every aspect of his business.

First and foremost, Mr Subuh ensured that his business practices aligned with Islamic teachings. He embraced honesty, integrity, fairness, and compassion, making transparency a cornerstone of his operations. When it came to pricing and product quality, he prioritized fairness and ensured that customers received true value for their money. Mr Subuh also believed in the importance of ethical sourcing, treating his suppliers and farmers with respect and fairness.

But it wasn't just about the products he sold. Mr Subuh understood that his business was a platform to foster a sense of community. He treated his customers as extended family members, cultivating a welcoming and inclusive environment at his stall. His respectful and compassionate interactions created a sense of unity and solidarity within the community. This approach not only aligned with Islamic teachings but also reflected the communal values of the Minang culture, which emphasized strong social ties.

Moreover, Mr Subuh recognized the significance of giving back to the community. In line with his Islamic obligation of zakat, he allocated a portion of his profits to charitable causes. Local mosques, orphanages, and other charities received his support, benefiting those in need and fostering a spirit of compassion within the community. This act of philanthropy not only aligned with Islamic values but also echoed the Minang tradition of caring for the less fortunate.

Mr Subuh saw his business as an opportunity to showcase and preserve the rich traditions of his Minang heritage. He infused elements of Minang culture into his stall, using traditional Minang music to create a vibrant atmosphere. Artwork depicting Minang folklore and traditions adorned the walls, captivating customers with the beauty of his ancestral homeland. Additionally, Mr Subuh introduced customers to the unique flavors and cooking techniques of Minang cuisine, turning each sale into a cultural experience.

Honoring his Minang heritage meant embracing responsible sourcing. Mr Subuh prioritized local farmers and suppliers, supporting the traditional agricultural practices that had been passed down through generations. By doing so, he not only contributed to the preservation of Minang culture but also promoted sustainable practices that honored the land and its resources.

Mr Subuh went beyond selling vegetables and fruits; he became a source of knowledge and traditions. He engaged with customers, sharing the cultural significance of the produce he sold. He educated them about traditional Minang recipes, cooking methods, and the health benefits of various fruits and vegetables. Through these interactions, he actively contributed to the preservation of Minang heritage, promoting knowledge and appreciation among the community.

As time went on, Mr Subuh's business flourished. His adherence to Islamic values, ethical principles, and Minang heritage resonated with the community, drawing customers who valued the authenticity and integrity he brought to his trade. His stall became more than just a place to buy groceries; it became a gathering spot where people connected, celebrated their shared culture, and embraced the teachings of Islam.

Mr Subuh's commitment to preserving Islamic values, ethical principles, and Minang heritage did not go unnoticed. His business stood as a shining example of how a small venture could have a profound impact on the community. Others were inspired by his actions and began to integrate similar practices into their own businesses, creating a ripple effect that spread throughout Ulu Gombak.

Through his dedication and unwavering commitment, Mr Subuh not only provided for his family but also became a beacon of inspiration for others. He showed that business could be more than just a means to financial success—it could be a platform for upholding cherished values and traditions. His story serves as a reminder that by embracing our cultural roots, living out our faith, and conducting business with integrity, we can create a lasting impact on our communities and preserve the essence of who we are.

THE BUSTLING

The bustling *pasar malam* and *pasar pagi* became more than just marketplaces; they became melting pots of cultures, where people from various backgrounds converged to experience the warmth and hospitality that characterized Ulu Gombak. The interplay of Islamic values and Minang culture created a unique atmosphere, where respect, harmony, and a strong sense of community prevailed.

Mr Subuh's family's legacy lives on, with subsequent generations embracing their Islamic values, Minang culture, and entrepreneurial spirit. They continue to honor their heritage by

maintaining their involvement in the business and carrying forward the teachings of Islam that underpin their daily lives.

As the years rolled by, Mr Subuh and his siblings faced numerous challenges while striving to earn a living and pursue their education. Together with his mother, they toiled day and night, selling vegetables and fruits at the *pasar malam* and *pasar pagi* in Ulu Gombak. The income generated from their small business not only sustained their livelihood but also enabled them to pay for their education, laying the foundation for a brighter future.

As Mr Subuh witnessed his siblings completing their schooling, he recognized the unique passions and talents that each of them possessed. He firmly believed in nurturing their individual aspirations, understanding that true success comes from pursuing one's passion. With great care and wisdom, he guided his siblings in discovering their interests and channeling their energies toward endeavors that aligned with their talents.

One of Mr Subuh's siblings displayed a natural inclination toward construction work, showcasing exceptional skills in handling tools and building structures. Recognizing this talent, Mr Subuh encouraged his sibling to venture into the general construction business, where they could excel and contribute to the development of their community.

Another sibling demonstrated a keen interest in maintenance work, showing a remarkable aptitude for repairing and maintaining various mechanical equipment. Mr Subuh saw the potential in this passion and supported his sibling in establishing a maintenance service, catering to the needs of the local community.

Yet another sibling had a knack for identifying lucrative property investment opportunities. Mr Subuh recognized this talent and guided them in establishing a property business, which thrived under their sibling's keen eye for profitable ventures.

As for the sibling who possessed exceptional culinary skills and a love for traditional Minang cuisine, Mr Subuh encouraged them to open a restaurant that showcased the rich flavors and cultural heritage of their ancestral homeland. The restaurant quickly gained popularity, attracting both locals and visitors who sought to savor the authentic tastes of Minang cuisine.

Another sibling's affinity for customer service and entrepreneurship led Mr Subuh to assist them in opening a grocery shop that catered to the needs of the local community. This venture not only provided essential goods but also served as a hub for fostering connections and camaraderie among the residents of Ulu Gombak.

Lastly, Mr Subuh's sibling with a passion for automobiles and mechanical systems embarked on an endeavor to establish an auto mechanic shop. Under Mr Subuh's guidance, they honed their skills and created a reliable and trusted space for vehicle repairs and maintenance.

As each sibling pursued their respective passions and businesses, Mr Subuh took immense pride in their accomplishments. He understood that by encouraging them to follow their dreams, he had not only nurtured their talents but also built a network of interdependent businesses that contributed to the growth and prosperity of Ulu Gombak.

Together, the siblings forged a bond that went beyond blood relations. They became pillars of support for one another, constantly sharing advice and collaborating to strengthen their businesses. Their collective success painted a picture of resilience, determination, and the power of family unity.

Through Mr Subuh's unwavering commitment to his family and their shared goals, they managed to overcome the obstacles that came their way. The legacy they created transcended mere financial success. It embodied the spirit of community, entrepreneurship, and the pursuit of individual passions.

In a remarkable display of unity and support, Mr Subuh assigned each sibling to a business that resonated with their aspirations. One took charge of general construction, another embraced maintenance work, while others ventured into the property business, opened a restaurant specializing in Minang cuisine, established a grocery shop, and even set up an auto mechanic workshop.

THE TRADE

However, Mr Subuh remained committed to the trade he knew best: selling vegetables and fruits alongside his beloved mother. Together, they continued to serve the community faithfully, offering fresh produce at the bustling pasar tani (farmers' market). Every Saturday, from 6 am until noon, Mr Subuh's dedication and hard work paid off, yielding a net profit of RM6000. The loyal customers who flocked to the pasar tani became an integral part of Mr Subuh's life, and he cherished their interactions and the sense of community that flourished at the market.

Grounded in his deep-rooted Islamic values, Mr Subuh approached his business of selling vegetables and fruits with a strong sense of ethics and moral principles. The teachings of Islam guided his actions, shaping the way he interacted with customers and conducted his trade at the pasar tani.

With unwavering commitment, Mr Subuh and his mother woke up early each Saturday, driven by their dedication to providing the community with fresh, wholesome produce. Their adherence to Islamic teachings of honesty, integrity, and fair dealings formed the bedrock of their business practices. They took great care in selecting the best quality fruits and vegetables, ensuring that their customers received products that met the highest standards.

Mr Subuh regarded his customers as an extended family, fostering a warm and welcoming environment at the pasar tani. He treated each interaction with respect, compassion, and kindness, embodying the Islamic value of brotherhood and community. His customers became more than mere buyers; they became an integral part of his life, forging deep connections that extended beyond the realm of commerce.

Recognizing the importance of fairness in business transactions, Mr Subuh priced his products reasonably, ensuring that customers received value for their money. He never resorted to deceptive tactics or unfair practices to maximize his profits, staying true to the Islamic principles of justice and equity. This approach earned him the trust and loyalty of his customers, who appreciated his honesty and integrity.

In addition to his ethical business practices, Mr Subuh's commitment to serving the community extended beyond the pasar tani. He regularly donated a portion of his profits to charitable causes, fulfilling his Islamic obligation of giving back to those in need. His acts of generosity not only benefited the less fortunate but also fostered a sense of social responsibility and compassion within the community.

The sense of community that flourished at the pasar tani was a testament to Mr Subuh's steadfast adherence to Islamic values. The market became a hub of interaction, where people from diverse backgrounds and walks of life came together to support local businesses and forge lasting connections. The principles of unity, generosity, and compassion embedded in Islamic teachings resonated throughout the bustling marketplace, fostering an environment of harmony and cooperation.

Mr Subuh found solace and fulfillment in knowing that his business was not merely a means to financial success but also a platform to uphold Islamic values and contribute positively to society. The interactions he shared with his customers, guided by the principles of respect and empathy, left a lasting impact on both him and the community he served.

As he reflected on the net profit of RM6000 earned each Saturday, Mr Subuh understood that true success was not measured solely in monetary terms. The true wealth lay in the relationships he had cultivated, the bonds of trust he had forged, and the impact he had made on the lives of those around him.

Mr Subuh's unwavering commitment to Islamic values and ethical principles served as a beacon of inspiration for others in Ulu Gombak. His dedication to his craft, his customers, and his community exemplified the transformative power of aligning business endeavors with the teachings of Islam. As his journey continued, Mr Subuh remained resolute in his pursuit of excellence, guided by the timeless wisdom of his faith.

DIGITALIZATION

But as time went on, Mr Subuh began to notice a disconcerting shift in consumer behavior. The advent of digital platforms such as Lazada and Shopee had transformed the shopping landscape, and people in Gombak were increasingly opting to purchase their vegetables and fruits online. To his dismay, Mr Subuh found that his earnings from the pasar tani had dwindled to a mere RM2000, unable to compete with the convenience and accessibility offered by e-commerce.

Realizing that the world was rapidly embracing the digital age, Mr Subuh turned to his children and grandchildren—the ones who would inherit Cergas Subuh Enterprise—for guidance and support. He firmly believed that this was their time, and they needed to adapt to the digital way of doing business. With a heavy heart and a deep sense of responsibility, Mr Subuh urged his descendants to explore the realm of online platforms and establish a presence on Lazada, Shopee, and similar avenues.

Approaching his 80th birthday, Mr Subuh recognized the need to gradually relinquish his role as the primary operator of Cergas Subuh Enterprise and transition into an advisory position. He had witnessed the power of digital platforms and understood that his children and grandchildren possessed the necessary skills and knowledge to navigate this new terrain.

While he could provide guidance and wisdom, it was time for the younger generation to take the reins and steer the family business toward a prosperous future.

However, Mr Subuh faced a dilemma that weighed heavily on his heart. Despite his unwavering dedication to Cergas Subuh Enterprise and the legacy it represented, his grandchildren did not share the same passion for continuing the family business. Their aspirations lay elsewhere, with ambitions that did not align with the vegetable and fruit trade.

Uncertain about the future of Cergas Subuh Enterprise and the fate of the family legacy, Mr Subuh contemplated his next steps. He understood the importance of nurturing his grandchildren's individual dreams and did not wish to impose his own desires upon them. It was a complex situation that demanded careful consideration and understanding.

FAMILY CONVERSATION

In an effort to find a solution, Mr Subuh decided to engage in open and honest conversations with his grandchildren. He wanted to gain insight into their aspirations, concerns, and reasons for not being interested in the family business. By fostering an environment of trust and empathy, Mr Subuh hoped to bridge the gap between generations and find a mutually agreeable path forward.

Additionally, Mr Subuh acknowledged the importance of nurturing their talents and passions outside of the family business. He realized that forcing them into a role they did not resonate with would not only stifle their personal growth but also potentially harm the business in the long run. Instead, he pondered alternative ways his grandchildren could contribute to Cergas Subuh Enterprise's digital transformation. Perhaps they could manage the online platform, explore new product lines, or bring fresh perspectives to marketing strategies.

With the guidance of professionals and experts in digital marketing, Mr Subuh could facilitate the transition to online platforms while preserving the essence of Cergas Subuh Enterprise's long-standing history, commitment to quality, and local produce. By highlighting these unique selling points, the business could carve out a niche in the digital marketplace and attract customers who valued tradition and freshness.

Ultimately, Mr Subuh understood that succession planning was not a one-size-fits-all approach. It required flexibility, empathy, and respect for each individual's dreams and aspirations. Whether his grandchildren embraced the family business or pursued their own ventures, Mr Subuh would support their choices and guide them in whatever path they chose.

As Mr Subuh approached the twilight of his life, he prepared himself to assume the role of a trusted advisor for Cergas Subuh Enterprise. He knew that the spirit of the business would endure, regardless of the path it took. With the unwavering love and commitment that had defined his journey, Mr Subuh would impart his wisdom, counsel, and experiences to the next generation, ensuring that the values and lessons learned from Cergas Subuh Enterprise's rich history would live on. And in doing so, he would find solace, knowing that he had laid a solid foundation for his family's future, whether within the traditional markets of Ulu Gombak or in the vast digital landscape that awaited them.

SOLICITING ADVISE

As Mr Subuh contemplated the future of Cergas Subuh Enterprise and the potential transition to the next generation, he sought guidance and advice from relevant authorities. Recognizing the importance of seeking expertise in business succession planning and digital transformation, Mr Subuh approached officials from Majlis Amanah Rakyat (MARA) and Majlis Tindakan Ekonomi Negeri Selangor.

With a deep sense of respect and humility, Mr Subuh engaged in discussions with these officials, sharing his aspirations for the business and his concerns regarding the disinterest of his grandchildren in continuing the family legacy. He sought their counsel on the best course of action to ensure the sustainability and growth of Cergas Subuh Enterprise in the ever-evolving business landscape.

The officials, understanding the significance of preserving cultural heritage and fostering economic development, listened attentively to Mr Subuh's story. They recognized the value of the traditional markets in Ulu Gombak and the importance of supporting local businesses that had stood the test of time.

Appreciating Mr Subuh's commitment to embracing digital platforms, the officials highlighted the potential of merging traditional and digital approaches. They emphasized the need to establish an online presence while maintaining the physical market presence that had been the cornerstone of Cergas Subuh Enterprise's success for decades.

The officials suggested leveraging the existing infrastructure and support provided by MARA and Majlis Tindakan Ekonomi Negeri Selangor to assist in the digital transformation process. They highlighted training programs and resources available to entrepreneurs seeking to adapt their businesses to the digital era. This support included workshops on e-commerce strategies, digital marketing, and online platform management.

Mr Subuh was relieved to find that there were avenues available to help navigate the challenges he faced. He appreciated the officials' guidance and support, which gave him confidence in the potential success of his grandchildren in leading Cergas Subuh Enterprise into the digital landscape.

Encouraged by the discussions, Mr Subuh returned to his family with newfound optimism and shared the insights he had gained from his meetings. Together, they explored the resources and programs offered by MARA and Majlis Tindakan Ekonomi Negeri Selangor, leveraging the expertise and support available to them.

Through the guidance of these officials and their collective efforts, Cergas Subuh Enterprise began its digital transformation journey. The grandchildren, with Mr Subuh's wisdom as their guide, embraced the digital platforms while preserving the core values and traditions that had been the essence of the business.

As the transition progressed, the family's unity and commitment to their heritage remained unshakable. Mr Subuh, assuming his role as a trusted advisor, shared his experiences and provided guidance based on the lessons learned from his own journey. He took solace in knowing that the values and principles he had instilled in his family would continue to guide them as they navigated the challenges of the digital landscape.

The support and resources provided by MARA and Majlis Tindakan Ekonomi Negeri Selangor proved invaluable in equipping the younger generation with the necessary skills and knowledge to thrive in the digital era. Through training programs, mentorship, and access to digital marketing resources, Cergas Subuh Enterprise successfully established its online presence and adapted its operations to meet the changing consumer demands.

Mr Subuh's twilight years were filled with a sense of fulfillment and contentment. He witnessed his family's resilience and determination, seeing the business not only survive but thrive in the digital landscape. The solid foundation he had laid for his family's future had indeed endured, serving as a testament to the lasting impact of his unwavering love, commitment, and wisdom.

As Cergas Subuh Enterprise continued to evolve and embrace the digital way, Mr Subuh's legacy as a trusted advisor and the values he had imparted became the guiding light for generations to come. Their journey exemplified the power of collaboration between family, government institutions, and the entrepreneurial spirit to preserve cultural heritage, adapt to change, and ensure a prosperous future for Ulu Gombak's cherished traditions.

*****END OF THE CASE *****

DISCUSSION QUESTIONS

1. How did Mr Subuh's adherence to Islamic values and Minang culture contribute to the success and sustainability of Cergas Subuh Enterprise?
2. What role did family unity and collaboration play in the growth and resilience of the business? How did they overcome challenges together?
3. How did the emergence of educational institutions and urbanization impact Ulu Gombak and its traditional way of life? How did Cergas Subuh Enterprise navigate these changes?
4. What are the benefits and challenges of embracing digital transformation for a family business deeply rooted in traditional markets and cultural heritage?
5. How can businesses balance the preservation of cultural heritage with the need to adapt to changing consumer behavior and technological advancements?