

# Aiman's Decision to Relocate or Expand the Existing Space?

**Authors:** Hasif Rafidee Hasbollah, Dzulkifli Mukhtar, Adni Halianie Adnan, Adlina Azmi

## Prologue

Rumah Bekam Panji Medispa's adventure began with the decision to close its first branch in Kuala Lumpur and relocate to Kelantan. This strategic move allowed the family to focus their energies on growing the newly founded business. The transfer was a huge success, and Rumah Bekam Panji Medispa immediately became famous. Their increasing clientele expansion quickly demonstrated the need for a larger, more hospitable facility. With this new site, they were able to meet increased demand by offering adequate space to cater to their growing customers while also considerably improving the overall customer experience.

During this transformation era, Putra Aiman was offered an opportunity to study retail entrepreneurship at the University of Malaysia Kelantan. Taking advantage of this opportunity, he improved his business knowledge and talents. His commitment to combining traditional techniques with modern therapeutic standards prompted him to earn the Malaysian Skill Certificate Level 3 (SKM 3) in therapy. Through this, he bridged the gap between traditional practices and contemporary therapeutic approaches, enhancing his professional reputation and contributing to the family business's continued success.

## Aiman background

Growing up in the bright, fast-paced city of Kuala Lumpur, Putra Aiman was surrounded by the vibrant energy of metropolitan life. He had a strong entrepreneurial spirit from an early age. Aiman had a little business by 2015, selling sandals, jersey shirts, and other things. His innate business sense and commitment were immediately apparent, differentiating him from his colleagues.

Aiman's application to study entrepreneurship with a focus on retailing at the University of Malaysia Kelantan (UMK) was accepted in 2019. He received practical knowledge from his early endeavors, complemented by this academic education, which gave him a strong foundation in business principles and retail management.

Aiman attended a seminar hosted by the Department of Skill Development while an undergraduate at UMK. He increased his knowledge and reputation in

## THE AUTHORS

Hasif Rafidee Hasbollah and Dzulkifli Mukhtar are based at the Global Entrepreneurship Research and Innovation Centre, Universiti Malaysia Kelantan, Malaysia. Adni Halianie Adnan and Adlina Azmi are a postgraduate researcher at Universiti Malaysia Kelantan, Malaysia.

## KEYWORDS

Cupping, business, startup, challenges, student entrepreneur

## 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 recognisable information to protect confidentiality.

the area, obtaining the Malaysian Skill Certificate Level 3 (SKM 3) in therapy. This certification was a testimonial to his skill and commitment to healing art by bridging the gap between conventional techniques and contemporary therapeutic standards.

### **Aimans' Family Business**

Putra Aiman's parents were passionate about traditional healing practices, particularly cupping therapy. They dedicated themselves to learning and perfecting the art, attending classes and seminars, and seeking expert advice. Their expertise led to friends and acquaintances seeking their advice and treatments. Inspired by the positive impact of cupping therapy on health and well-being, they decided to make this their life's work. They transformed their home into a healing sanctuary, creating a serene environment with traditional Malay motifs.

Aiman's involvement in the family business began in 2017 when he assisted his parents on weekends. His hands-on experience gave him a deep understanding of the practical and business aspects of running a successful cupping therapy clinic. His parents' commitment to quality care and their holistic approach to health left a lasting impression on him.

Under their guidance, Aiman learned the importance of empathy and patient care. He saw firsthand the profound impact of their treatments on clients, from alleviating chronic pain to improving overall well-being. This experience shaped his perspective on health and wellness, reinforcing his belief in integrating traditional practices with modern approaches.

As the family business flourished, it became a testament to their dedication and the healing power of cupping therapy. Putra Aiman's parents had successfully created a legacy that combined their passion for traditional medicine with their entrepreneurial spirit, providing a vital service to their community and inspiring the next generation to carry forward their vision.

### **Rumah Bekam Panji Medispa background**

In 2017, Putra Aiman's parents embarked on a journey that would meld their passion for traditional healing with their entrepreneurial spirit. They founded "Rumah Bekam" in Kuala Lumpur, a name symbolizing the beginning of their venture into the realm of cupping therapy. Their dedication to researching and mastering this ancient practice, deeply rooted in Sunnah principles, was the foundation upon which their business was built.

Their commitment to quality and authenticity quickly garnered a loyal clientele in Kuala Lumpur. However, in 2019, recognizing the potential for growth and the importance of expanding their reach, Putra Aiman's mother returned to Kelantan to establish a new branch on Jalan Pengkalan Chepa in Panji. During this period, Putra Aiman and his father remained in Kuala Lumpur, ensuring the first branch's operations continued smoothly.



Figure 1: Rumah Bekam Panji Medispa

After a few months, the decision was made to close the original Kuala Lumpur branch and relocate to Kelantan. This move allowed the family to consolidate their efforts and focus on enhancing the new enterprise. The relocation was a resounding success, and Rumah Bekam Panji Medispa quickly gained popularity. As their client base grew, it became clear that a larger, more welcoming facility was necessary to accommodate the increasing demand. This new site provided ample space to cater to their expanding clientele and improve the overall customer experience.

Rumah Bekam Medispa's mission is to promote holistic health and wellness through traditional cupping therapy. They are dedicated to providing effective, natural therapeutic solutions aligning with Sunnah principles. Their vision is to become Malaysia's premier provider of alternative health services, renowned for their commitment to traditional healing practices and exceptional patient care. This passion propels the company forward, ensuring it remains a respected name in alternative medicine.

The services offered by Rumah Bekam Medispa are diverse, aiming to enhance circulation, alleviate pain, and promote general wellness. They specialize in various cupping treatments, including dry, wet, and facial cupping. Additionally, they offer sinus treatment, massage, and sauna services. Each therapy is tailored to meet the unique needs of their clients, providing a personalized approach to health and wellness.

In 2020, Rumah Bekam Panji Medispa thrived on a foundation of family values, traditional techniques, and an unwavering commitment to quality. Putra Aiman and his family continuously strive to exceed their client's expectations, ensuring their services reflect the highest standards of holistic health and well-being. Their dedication reinforces their position as experts in alternative medicine, and they look forward to continuing to provide top-tier treatment to their community for years to come.

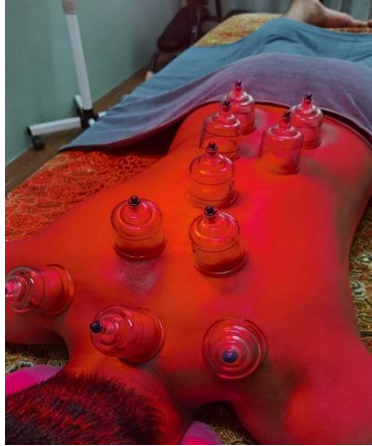


Figure 2: Dry cupping



Figure 3: Wet cupping



Figure 4: Facial cupping



Figure 5: Sauna



Figure 6: Sinus treatment



Figure 7: Massage



## **Current Journey of Bekam Medispa**

The decision to establish the cupping area in Pengkalan Chepa, Panji, was not made lightly. For Aiman, every move was calculated and driven by meticulous research and a keen understanding of the market. He had poured over data from INSKEN, which revealed a unique opportunity. A rare gem in the business world. The absence of direct competitors presented a strategic advantage too good to pass up. Aiman saw the potential to cater to the local community's health and wellness needs in this untapped market and build a strong and loyal customer base. The exclusivity of their services would lay a solid foundation for long-term growth and success, making Rumah Bekam Panji Medispa a household name in the region.

Aiman often spoke of the essentials behind a thriving cupping business, stressing that exceptional service and mastery of cupping techniques were non-negotiable. "It is all about the experience," he would say, understanding that each customer who walked through their doors was not just seeking treatment but trust. Ensuring every client received personalized attention from a dedicated staff member was vital. This level of care would enhance the client experience and foster loyalty, turning first-time visitors into regular patrons. Aiman knew the only way to maintain this standard was through continuous training and skill development. His team's dedication to excellence was the backbone of their growing reputation. Now, Rumah Bekam Panji Medispa even has a specialized module to guide those interested in entering the cupping field.

However, exceptional service alone is not enough in today's digital age. Aiman was acutely aware of the power of social media. Platforms like Facebook became his tools, enabling him to reach a broader audience with just a few clicks. He spent hours crafting engaging content, sharing customer testimonials that spoke volumes, and carefully selecting hashtags that would catch the eye of potential clients. Engaging with followers and responding to inquiries promptly were the new business rules, and Aiman played by them well. His efforts did not go unnoticed, and the business's online presence grew, attracting attention far beyond the local community.

*"Social media is more than just a platform," Aiman would explain to his team. "It is a stage where we can offer special promotions, engage with trending hashtags, and create content that might just go viral."* He also understood the power of collaboration, knowing that partnering with influencers or running targeted campaigns could amplify their reach in ways traditional marketing never could.

By continuously adapting to market trends and staying active on social media, Aiman was not just running a business but building a robust and engaged community around it. The future of Rumah Bekam Panji Medispa looked brighter with each passing day, a testament to Aiman's vision and the ever-evolving strategies that ensured its sustained growth.

## **Aiman's Aspiration**

Putra Aiman envisioned a new chapter for his empire within the next five years. A bold expansion into Rantau Panjang. That was not just a leap into the unknown but a meticulously calculated move driven by exhaustive market research. The town, untouched by major competitors, presented a rare opportunity. A blank canvas on which Aiman could paint his brand's future. It was not just about

opening another branch but about laying the cornerstone of his legacy in a place that would soon know his name.

Aiman's long-term vision was clear and unwavering. He saw his brand as a business and a beacon of growth, with branches sprouting in strategic locations nationwide. Each new location was handpicked and chosen for its lack of competition and the high demand for services only Aiman could provide. This careful selection would ensure not just expansion but sustainable, meaningful growth. As his network of branches grew, so too would his influence, weaving his brand into the very fabric of the communities he touched.

Nevertheless, this vision required more than just ambition and financial stability. Aiman set clear, attainable financial goals to secure the future of his business. He calculated that a steady monthly income of RM 30,000 was essential to maintain operations and cover necessary expenses. This figure was not arbitrary; it was the lifeblood that would sustain his brand, ensuring it could continue to deliver excellence without compromise. With this foundation, Aiman was confident that his brand would survive and thrive, leaving an indelible mark on every market it entered.

## **Epilogue**

Aiman's journey with Rumah Bekam Panji Medispa was nothing short of remarkable. It is a story of resilience, passion, and an unwavering entrepreneurial spirit. It all began in the bustling heart of Kuala Lumpur, where he first dipped his toes into the world of traditional cupping therapy. Initially, he reluctantly approached it, uncertain of its place in modern wellness. However, as he witnessed the profound healing it brought to his clients, he became captivated, his initial skepticism melting into a deep-seated belief in the power of this ancient practice.

The decision to uproot his family and relocate to Kelantan was not easy, but Aiman knew it was necessary. Rebranding their business as Rumah Bekam Panji Medispa marked a turning point. A bold move that would define their future. This shift was not just geographical; it was a strategic reimagining of their brand, a commitment to offer natural, effective therapies deeply rooted in Islamic tradition. The road was far from smooth, fraught with challenges that tested his resolve, but Aiman's vision and perseverance drove the spa to new heights, earning a reputation for excellence in holistic health.

However, despite the growing recognition, Rumah Bekam Panji Medispa faced an obstacle that threatened to stall its progress: limited space. The brand's success had outgrown its physical confines, a testament to its popularity and a pressing issue that demanded attention.

Today, Rumah Bekam Panji Medispa stands as a beacon of holistic wellness in Kota Bharu. Aiman's unwavering dedication is reflected in every aspect of the spa, from the traditional cupping techniques to the sinus treatments and massages, all delivered with a personalized touch. Each client who walks through the doors feels the warmth of Aiman's commitment to their well-being, a reflection of the values that have guided him since his early years of integrity, excellence, and a passion for improving the lives of others.

As Aiman looks to the future, he stands at a crossroads. The pressing need for more space looms large. Should he relocate again, weighing the pros and cons of a new beginning, or should he expand the existing place, embracing the familiar but with the inevitable challenges of time and cost? The decision hangs in the balance, the future of Rumah Bekam Panji Medispa poised on the edge of another transformation.