

Strategic Procurement and Supply Chain Resilience in Tech Retail: An Insights from Monaliza Mastura

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Prologue

Need a laptop that runs fast, looks cool, and doesn't burn your wallet? Just ask around in Kelantan—chances are, someone will say, “Pergi kedai Monaliza!” What started as a small gadget stop is now a tech paradise where customers walk in confused and walk out confident, armed with the right device and maybe even a free mouse. This isn't just a store—it's an experience built on helpful advice, smart pricing, and a whole lot of heart.

This case study explores the genius behind Monaliza Mastura's business growth and outlines four critical elements of its success story.

From Vision to Value – How Smart Procurement Powers Monaliza Mastura

Behind every great business is someone who dared to dream differently. In Monaliza Mastura's case, that someone is Encik Wan Muhammad Asraff (WMA)—a tech enthusiast with sharp business instincts and a heart for helping people make smart choices with their gadgets. Starting from a modest retail outlet in Kota Bharu, he envisioned a business that would offer not only devices but also dependable advice and long-term service. Today, Monaliza Mastura is more than a name—it's a brand trusted across Kelantan and beyond for affordable technology and excellent support. But what keeps this retail giant consistently competitive, especially in a market flooded with low-cost alternatives and global players?

The secret lies in its clever procurement and supplier strategy. In the early days, Encik WMA had to rely on a few small suppliers, often facing delays and stock shortages that could easily frustrate customers. Instead of accepting

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these limitations, he began to strategically build relationships with multiple vendors—sometimes negotiating credit terms, sometimes securing smaller consignments—always with the foresight of reducing dependency on any single source. Over time, this approach evolved into Monaliza Mastura’s hallmark multi-supplier procurement model. By diversifying its supply base, the business ensured that shelves stayed stocked even when certain channels experienced disruptions, whether due to shipment delays, sudden price spikes, or product shortages. This ability to plan ahead not only safeguarded product availability but also laid the foundation for long-term resilience, allowing Monaliza Mastura to serve customers consistently across all its outlets.

From there, procurement became more than just stock management—it became a competitive weapon. By working with various vendors, Monaliza Mastura could avoid delays, reduce exposure to price volatility, and access a wider range of inventory, especially high-demand items like laptops, graphic cards, and accessories. Another cornerstone strategy that emerged was bulk purchasing. By buying in volume, Monaliza Mastura not only secured lower unit prices but also strengthened relationships with suppliers, gaining access to exclusive models, priority stock, and launch deals before competitors. These savings were then passed down to customers, giving Monaliza Mastura an edge in pricing without compromising on quality.

To protect itself against price drops on older inventory, Monaliza Mastura establishes price protection agreements with top-tier brands such as Asus and Acer. This ensures that when new models enter the market, Monaliza Mastura is reimbursed for unsold older stock, preventing financial losses and allowing continued customer discounts. This procurement excellence is a major pillar of Monaliza Mastura’s success—one that enables the company to stay resilient, resourceful, and relentlessly customer-focused in a fast-evolving retail world. In today’s fast-changing tech landscape, where innovations emerge faster than ever and new brands enter the market at lightning speed, staying competitive requires more than just having stock—it demands strategic foresight. With global players like Lenovo, Huawei, and Xiaomi ramping up their presence and local consumers becoming more tech-savvy, Monaliza Mastura must constantly fine-tune its procurement decisions to match rising expectations. Whether it's the sudden rise of AI-powered laptops or increased demand for hybrid work tools, Monaliza Mastura’s procurement team keeps a close eye on trends and shifts—ensuring that shelves are stocked not only with what’s

popular today but with what's likely to dominate tomorrow. This ability to adapt quickly to new product waves while maintaining pricing and stock control keeps Monaliza Mastura relevant, responsive, and one step ahead of both established giants and emerging disruptors.

Complementing its procurement strategy is Monaliza Mastura's dual pricing model, which allows it to stay competitive across both online and offline platforms. Online prices are often set lower to attract price-sensitive buyers who prioritize convenience and comparison-shopping. Meanwhile, physical stores maintain recommended retail prices (RRP) while offering in-person consultation, product demos, and after-sales support. For example, a customer browsing Monaliza Mastura's website may find a budget-friendly Acer laptop at RM2,499, then choose to visit the store—where they get to test the device, ask questions, and receive bundled deals on accessories. This price-setting balance attracts both value-hunters and experience-seekers, keeping both channels profitable.



Figure1: Entrance of Monaliza Store

Retail Experience: More Than Just a Store

In a tech market where trends shift as fast as a TikTok scroll, Monaliza Mastura stays ahead by closely tracking consumer behavior and adapting quickly. As early as 2018, the company began systematically collecting sales data and monitoring purchasing patterns—such as the shift from bulky desktops to lightweight laptops and later, the rise of mobile and cloud gaming over traditional high-end PC setups. By analyzing not just sales figures but also customer inquiries and social media discussions, Monaliza Mastura gained early insights into evolving demand. For example, when

data showed a 25% year-on-year increase in student laptop purchases during the post-pandemic recovery (2021–2022), the company quickly expanded its range of budget-friendly hybrid work tools. This foresight enables Monaliza Mastura to stock not just what customers want today, but what they'll want tomorrow, keeping the business one step ahead of the curve.

Beyond simply following trends, Monaliza Mastura plays an active role in educating both its staff and customers. According to one of Senior Store Manager with many years of experience, product training has transformed the way staff interact with buyers:

“When I first joined, we were mainly focused on selling devices. Today, with the training programs from Asus and Acer, we’re more like advisors. Customers don’t just come to buy—they come to learn, compare, and trust our recommendations.”

This approach, supported by strong partnerships with major tech brands like Asus, Acer, and MSI, ensures staffs are equipped not only to sell but also to guide customers through the latest innovations. Simultaneously, Monaliza Mastura leverages digital platforms like YouTube and TikTok to share reviews, unboxings, and tutorials. These engaging, informative contents build consumer trust and position Monaliza as a go-to source for tech guidance—not just gadgets.

Step into any Monaliza Mastura outlet, and it's clear: this is more than a store—it's a retail experience. Customers are encouraged to test products, ask questions, and receive personalized recommendations. Add-on services such as extended warranties and bundle promotions enhance value, making in-store purchases more attractive despite slightly higher prices. Feedback reflects this positive experience: repeat customers on Google Reviews consistently highlight the brand's “friendly staff who give honest advice” and “fast after-sales support that makes the purchase worry-free.” One loyal customer even commented:

“I always check Lazada or Shopee for prices, but I still go to Monaliza because the staff explain things clearly and I feel more confident buying here.”

What's more, Monaliza Mastura's O&O strategy—a seamless blend of online browsing and offline pick-up—offers convenience without sacrificing quality interaction. Whether online or in person, Monaliza Mastura ensures every customer journey is smooth, supported, and memorable.



Figure 2: Inside the store

Stock Management the Monaliza Mastura Way

At Monaliza Mastura, stock management is more than just counting boxes—it's about making sure the right products are always available for customers when they need them most. In the early years, Encik WMA recalls personally checking every delivery at the Kota Bharu outlet to avoid stock-outs:

“Back then, if one model of laptop ran out, customers would simply walk to another shop. I knew we had to be better at keeping track.”

Today, that hands-on culture has grown into a system where stock levels are monitored daily across branches, with weekly spot checks and annual audits ensuring accuracy. Items are categorized not only by product type but also by sales movement—fast-moving goods like phone chargers and budget laptops are replenished more frequently, while high-value items like gaming GPUs are managed with tighter controls. Staff on the floor are trained to immediately flag low stock, which triggers an automated reorder request to the procurement team. This prevents both overstocking and the dreaded “out of stock” sign that frustrates customers.

Security plays a central role in this system. High-value items such as gaming laptops and graphics cards are fitted with security tags and magnetic locks, supported by CCTV monitoring at every outlet. Inventory supervisors also keep a watchful eye on internal handling:

“It’s not just about theft prevention,” explains Farah, an inventory supervisor at XYZ branch. “It’s about accountability. Every item must be traceable, from warehouse to display rack to customer purchase.”

By combining tight security with clear processes, Monaliza Mastura ensures that every product ends up where it should—either on display or in the hands of a satisfied customer.

Thanks to this disciplined approach, stock management directly supports customer satisfaction. For instance, when hybrid work setups surged in 2021, Monaliza Mastura’s ability to track real-time demand meant branches could quickly shift extra monitors and webcams from lower-demand outlets to hot spots near universities. Customers noticed the difference, with one remarking in a review:

“I tried three shops in town and couldn’t find the webcam I wanted. Monaliza had it in stock and even explained the features clearly—saved me a lot of time.”

By treating inventory as the backbone of customer experience, Monaliza Mastura proves that profitability isn’t only about selling—it’s also about protecting and managing what you’ve got. In retail, discipline behind the scenes is just as important as sales on the floor, and Monaliza Mastura’s stock management shows exactly how that balance is achieved.

Incentive-Based Selling and the Human Touch in Retail Excellence

In the highly competitive and commoditized tech retail industry, where online algorithms often drive automated sales, Monaliza Mastura distinguishes itself by emphasizing the power of human engagement. As the leading IT retailer in Kelantan and a rising force along the Pantai Timur corridor, Monaliza Mastura’s growth is not solely attributed to pricing or product variety—it is deeply rooted in its people-centric retail model. Monaliza Mastura implements an incentive-based

selling framework designed to reward and retain talent while driving business performance. Staffs are provided with structured sales incentives based on predefined key performance indicators (KPIs), such as upselling premium-margin items, bundling accessories or service packages, and achieving individual or branch-level sales targets. This creates a direct link between performance and income, particularly attractive for frontline retail staff seeking to improve their earnings in a region where high-paying opportunities are less prevalent.

The impact of this system is best seen through stories on the ground. In 2023, one of sales executive at the Kota Bharu branch, received recognition for achieving the highest cumulative laptop sales in the East Coast region. His proactive approach—recommending warranty extensions, pairing laptops with antivirus packages, and even advising parents on suitable models for school-going children—not only boosted sales but also improved customer satisfaction. For his achievement, Aiman received both a monetary bonus and a certificate of recognition during the company’s annual appreciation dinner. According to him:

“The incentive gave me the push to really listen to customers and match them with the right product. It feels good knowing the effort is valued by both the company and the customer.”

Beyond individual cases, Monaliza Mastura invests heavily in staff motivation. In 2024 alone, the company allocated certain big amounts toward sales incentives, bonuses, and recognition programs. This sustained commitment not only boosts performance but also reinforces loyalty among staffs, many of whom have grown with the company over several years.

More importantly, these incentives go beyond financial rewards. They promote a culture of active selling, customer attentiveness, and professionalism. Monaliza’ Mastura s staff are consistently trained through brand partnerships (e.g., Asus, Acer, MSI), enabling them to offer informed, experience-driven recommendations. For example, a customer purchasing a mid-range laptop may be advised on cooling pads, warranty extensions, or compatible software—all adding value to the purchase while increasing average transaction size.

The benefit is twofold: while staff are motivated by earnings, the customer receives an enhanced retail experience. It is not uncommon for customers to walk out of Monaliza Mastura stores with bonus items such as wireless mice or laptop bags, care instructions for battery longevity, and even personal after-sales support via WhatsApp. This hybrid model of sales and service creates a feedback loop of satisfaction, trust, and loyalty, critical to sustaining Monaliza Mastura's reputation in a price-sensitive and highly mobile consumer base. In a broader sense, Monaliza Mastura's incentive approach contributes to regional employment development. By creating attractive job opportunities with achievable performance-based rewards, the company helps cultivate local talent within Kelantan's youth demographic, positioning retail not as a fallback option but as a viable and aspirational career path. For many staff members, especially those from rural or semi-urban areas, working at Monaliza Mastura represents a step toward financial independence, skill enhancement, and long-term employability in the digital economy.

Thus, Monaliza Mastura's incentive-based selling model is more than a tactical revenue tool—it is a strategic investment in human capital, aligning internal motivation with customer satisfaction and long-term brand success.



Figure 3: The merchandise layout

Epilogue: Lessons from Monaliza Mastura

Monaliza Mastura's journey is a shining example of visionary leadership, operational discipline, and customer obsession. It isn't just a retailer—it's a technology ecosystem rooted in community trust, smart logistics, and market adaptability. Through strategic procurement, market

responsiveness, airtight inventory practices, and intelligent pricing, Monaliza Mastura proves that you don't have to be in Kuala Lumpur to build a tech empire.

For aspiring entrepreneurs, Monaliza Mastura teaches this:

Success doesn't demand luck—it demands smart planning, fearless execution, and a relentless focus on the customer.

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