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KALAHARI GROUP FINALIST IN MEA 2016 BEST STUDENT ENTERPRISE AWARD



KUALA LUMPUR, 27 January 2017 - A Universiti Sains Malaysia (USM) student from its School of Health Sciences, Mohamad Nazri Mohd Anwar has made the university proud after being chosen as one of the finalists for the Best Student Enterprise Award at the MOHE Entrepreneurial Awards (MEA) 2016.

Utilising his business, Kalahari Group, which consists of three different companies targeting three different groups of customers, with interests in outdoor activities, sports and animals as their strategies to sustain the business in the long run, Nazri's determination arose from a strong mission to promote wellness through nature and to create an awareness in caring for the environment.

Nazri said, the Kalahari Group focuses on the retailing of sports and outdoor products at affordable prices and the company also provides consultation to customers based on their experience, expertise and knowledge concerning outdoor activities.

He added that, in order to retain customers, the company strengthens itself by collaborating with one of the leading outdoor activity stores called Jenoba Outdoor.



"The second group in the company focuses on selling food supplements, gymnasium equipment, casual wear and sportswear such as shirts, pants, sports gears, shoes and sports hardware, and thus it also provides consultations on diet and healthy lifestyles to customers," said the young entrepreneur.

Next, the third company owned by him is called Pettohero, which has a mission to create better interaction between humans and animals in relation to having pets, exhibitions, breeding and farming.

The winner of the MEA 2016 Best Student Enterprise Award went to the finalist from Universiti Malaya (UM).

Text: Hafiz Meah Ghouse Meah / Photo: Mohd Fairus Md. Isa



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