General

With a postponed success, Amir Ashraf rose to the title of Entrepreneur

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As the saying goes, “Where there’s a will, there’s a way”. It is a fitting analogy to the Managing Director of Profix Engineering Sdn. Bhd., Amir Ashraf Hamzah, 35, who continued to struggle in the business and managed to position himself in line with successful entrepreneurs.

Beginning with painful experiences, the young man from Kampung Tok Hakim Padang Midin, Terengganu has persevered despite being once faced with a situation where he ran out of money to buy milk for his children.

He graduated with a bachelor’s degree in Electrical and Electronics from Universiti Malaysia Pahang (UMP) in 2007 and he has always been ambitious to start his own business from a young age.

Today, his dreams come true thanks to the efforts and prayers of his parents, family and the support from the people around him.

The son of Haji Hamzah Othman and Hajah Hasmah Mohamad has chosen the business in engineering and construction to try new and challenging things.

He initially encountered great objection from the people around him when he chose to venture into business.

“Most people consider this business to be high risk, but I take it as a challenge.

“To be honest, initially, my interest was not in engineering. But that changed when I fell in love with the field while working as an engineer at several companies in Kuala Lumpur.

“This five-year work experience has given me the courage to establish a construction company in 2011 under the name Profix Engineering Sdn. Bhd. At that time, that Myvi car was my first office,” said Amir Ashraf.

However, he said the founding of the company was not as good as the drama we saw on television.

“I was a novice in the business world. However, the sky is not always blue, my business was in trouble and I was overwhelmed with debt and losing my business partners.

“At that moment, I felt that the world was against me, but the advice and encouragement from my parents guided me.

“It is still fresh in my memory that my mother told me not to give up and continue because no one failed in business; it is only a postponed success. Her words further strengthen my spirit to go back to the drawing board,” he said.

He also advised, “Do not be afraid to start something, because when fear takes control, we will not dare to take the step.

At the same time, we also need to surround ourselves with positive people because the positive aura will drive us to succeed.”

Amir Ashraf acknowledged that this business has many challenges as we are vulnerable to trials and difficulties.

“However, if we see this problem as a problem, we will not go anywhere, and it will continue to be a problem.

“Therefore, we need to take it as a challenge and consider it an opportunity that we need to overcome,” he said.
He shared his valuable experience in the motivational talks he delivered.
Depending solely on one’s experience as an engineer is not enough to build a company.
He also shared his success tips for starting an engineering and construction company.
“Not only we need passion and knowledge, but we also need the experience of managing a company. The combination of these three requisites can create a great company.
“During my high school years, after my Malaysian Certificate of Education (SPM), I studied at the Johor Matriculation College and later pursued my study in UMP in electrical engineering,” he said.
Married to Syarifah Mahfudzah Syed Mafdzot, 34, they are blessed with three children – Ainul Syuhada, 6, Ainul Raudhah, 4, and Amir Ar-Rayyan, 3.
Currently, Profix Engineering Sdn. Bhd. has 12 staff comprising engineers, project supervisors and administrative staff located in Seri Kembangan, Selangor.
In addition to being the Managing Director of Profix Engineering Sdn. Bhd., he is currently the Chairman of the UMP Industry Network Alumni Platform (INAP), the Industrial Advisor to the Politeknik Sultan Mizan Zainal Abidin (PSMZA) Dungun, Terengganu and Contractors & Consultant Gas Panel for the National Palace, One Bangsar Bangsar Condominium and Sri Bangsar Condominium.

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