

Mr Ashraff bin Abdul Karim

(1961)

Accession number: C15011

Track Number: C15011\_0001

Duration: 00:35:16

Language/Dialect: Malay

<b>Track: C15011_0001</b>	<b>Time frame: 00:00:00 - 00:10:00</b>
<p>Synopsis:</p> <p>Beliau merupakan pengarah syarikat perniagaan F. A. Karim. Dilahirkan di Pulau Pinang. Pekerjaan ibu bapa. Huraian tentang latar belakang perniagaan. Asal usul nama kedai tersebut. Mengatakan hubungan dengan kedai-kedai tekstil lain pada masa dahulu yang saling membantu.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:10:00 - 00:20:02</b>
<p>Synopsis:</p> <p>Membandingkan cara membeli generasi muda dengan generasi tua. Mengatakan bahawa kualiti kain batik sarung pada masa dahulu berkualiti tinggi sehingga boleh dipajak. Menghuraikan lokasi kedai. Jenis kain yang dijual. Membandingkan fesyen pakaian pada masa dahulu dengan masa kini. Jenama kain. Mengatakan kuasa pembelian pembeli pada masa kini berbanding dengan masa dahulu. Permulaan penglibatan beliau dalam bisnes keluarga ini. Ahli keluarga lain yang terlibat.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:20:02 - 00:30:00</b>
<p>Synopsis:</p> <p>Menghuraikan keadaan di Pulau Pinang pada masa dahulu yang banyak mempunyai tukang jahit. Lokasi kedai tukang jahit. Tempat tukang-tukang jahit ini berasal. Pengaruh tren fesyen di Malaysia. Menghuraikan fesyen daripada zaman 60-an sehingga 90-an. Sebab fesyen pakaian diringkaskan pada zaman 90-an.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:30:00 - 00:35:16</b>
<p>Synopsis:</p> <p>Mengatakan kepentingan penawaran perkhidmatan oleh tuan punya kedai. Cara pembeli kini mendapat maklumat mengenai kain. Fesyen pakaian perkahwinan mengikut tempat dan perubahan zaman.</p>	

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<p>Synopsis:</p> <p>He was the director of F. A. Karim company. Born in Penang. Parents' occupation. Described business background. Origin of the name of his shop. Mentioned mutual help amongst textile shops in the past.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:10:00 - 00:20:02</b>
<p>Synopsis:</p> <p>Compared the purchasing method of old and young generations. Mentioned the quality of batik sarung cloths in the past was so good that they could be pawned. Described shop location. Types of cloths sold. Compared the fashion clothing then and now. Brands of cloths. Mentioned buying power in the past, comparing it with the current buying power. The beginning of his involvement in his family business. Other family members involved.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:20:02 - 00:30:00</b>
<p>Synopsis:</p> <p>Described the situation in Penang in the past where there were a lot of tailors. The locations of tailor shops. The tailors' places of origin. The influence of fashion trend in Malaysia. Described fashion from the 60's to the 90's. Why was the fashion of clothes simplified in the 90's.</p>	
<b>Track: C15011_0001</b>	<b>Time frame: 00:30:00 - 00:35:16</b>
<p>Synopsis:</p> <p>Mentioned the importance of service provided by the shop owners themselves. How the current buyers obtained information on cloths. Wedding fashion based on locations and change of time.</p>	