



# COMPANY ANALYSIS

## D'Rania Beauty Spa & Saloon

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## TABLE OF CONTENTS

TITLE PAGE	
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENT.....	iv
LIST OF FIGURES.....	v
LIST OF TABLES.....	v
EXECUTIVE SUMMARY.....	1
1. INTRODUCTION	
1.1. Background of The Study.....	2
1.2. Problem Statement.....	2
1.3. Purpose of The Study.....	2
2. COMPANY INFORMATION	
2.1. Background.....	3
2.2. Organizational Structure.....	3
2.3. Product/Services.....	4-5
2.4. Technology.....	6-7
2.5. Business, marketing, operational strategy.....	8
2.6. Financial Achievements.....	8
3. COMPANY ANALYSIS	
3.1. SWOT.....	9
3.2. Consumer Trend Canvas.....	10
4. FINDINGS AND DISCUSSION.....	11-12
5. CONCLUSION.....	13
6. RECOMMENDATION AND IMPROVEMENT.....	14
7. REFERENCES.....	15
8. APPENDICES.....	16-18

<b>LIST OF FIGURES</b>	<b>PAGE</b>
Figure 1 Organizational Structure	3
Figure 2 Pamphlet of D'Rania Beauty Spa & Saloon services	4
Figure 3 Pamphlet of D'Rania Beauty Spa & Saloon packages	5
Figure 4 Facial Steamer	6
Figure 5 Facial mask skincare	6
Figure 6 Hair treatment equipment	6
Figure 7 Jacuzzi equipment	7
Figure 8 Sauna equipment	7
Figure 9 Turnitin Result	16
Figure 10 The salon	17
Figure 11 Cupping Equipment	17
Figure 12 Facial equipment	18
Figure 13 Nail Treatment equipment	18
 <b>LIST OF TABLES</b>	 <b>PAGE</b>
Table 1 SWOT analysis	9
Table 2 CTC analysis	10

## **EXECUTIVE SUMMARY**

In this paper, I conduct a case study on D'Rania Beauty Spa & Saloon, a small and medium company (SMEs) or company that requires technology solution. This case study aims to expose the students about the real entrepreneurship with technological solution. Such that to learn about the theories that can be applied to practical situation. In conducting this case study, I have to do some interview sessions with the founder, Madam Juliana Mazlan to collect the general information of the company.

This case study are include the background, organizational structure, products and services that D'Rania Beauty Spa & Saloon provides. Next is about the technology used by the beauty Spa, which is basically a normal technology used by other Spa and Saloon, as well as business, marketing and its operational strategy used by the company to promote their services. Lastly, it is about the company's financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

In this case study, SWOT analysis is used to analyze the strength, weaknesses, opportunities and threats of this company in real business world. Thus, from the needs and demands from the existing consumers of this company, be analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis.