



NAME OF COMPANY :

OBSESS™ COSMETICS SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) :

CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS) STATISTICS

SEMESTER : 6

PROJECT TITLE : COMPANY ANALYSIS OF OBSESS™ COSMETICS

NAME : NURUL ATIKAH BINTI I RAMLE

MATRIC NO. : 2018439346

LECTURER : YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

ANKNOWLEDGEMENT

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EXECUTIVE SUMMARY

The original purpose of this case study conducted because of to identify the major problem that are face by the company. We have made a research base on the company that we have choose and identified their company background. In this case study we have choose OBSESS™ COSMETICS SDN. BHD. as our case study topics. The reason why we choose OBSESS™ COSMETICS SDN. BHD. As our chosen company because the founder was Malaysian and one of the successful and very famous cosmetics company in Malaysia and the others Asian countries like Indonesia, Brunei, and Singapore. So, in this research we start with the brief introduction for our case study that are consist of the background of the study that is the background of OBSESS™ COSMETICS SDN. BHD. Then followed with the purpose of the study and the business problem that the project created to address. Then will be followed by the complete company information. Next, followed by the company analysis and the business problem that will be the highlight part of this report. In that section I will explained more and giving more idea of the problem that the company face. Lastly, the recommendation and improvement that can be made to overcome the company major problems. This are some of the key points that should be consist in this report and will make the contained of this case study report more arranged nicely. In conclusion we hope that this report will giving a complete idea of what we have worked for this research.