



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY**

**HANNAN MEDISPA**

**FACIAL SPA TREATMENT AND SERVICES**

**PREPARED BY**

**FACULTY : FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**PROGRAMME : DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**SEMESTER : 4**

**PROJECT TITLE : CASE STUDY**

**GROUP MEMBERS :**

<b>MEMBERS</b>	<b>MATRIX NUMBER</b>
AZZATUL NATASHA BINTI AHMAD	2017260452
DYG AFIQAH SHAFIRA BINTI AFANDI	2017485954
NUR SABRINA NATASHA BINTI HARMY	2017250332

**PREPARED FOR**

**SITI MARDINAH BINTI ABDUL HAMID**

**SUBMISSION DATE**

**29 MARCH 2019**

**TABLE OF CONTENT**

NO.	CONTENT	PAGE
1	EXECUTIVE SUMMARY	1
2	INTRODUCTION	2
3	COMPANY INFORMATION	3-10
4	COMPANY ANALYSIS	11-12
5	BUSINESS PROBLEM	12-13
6	RECOMMENDATION AND IMPROVEMENT	13
7	REFERENCES	15
8.	APPENDICES	15-16

## **EXECUTIVE SUMMARY**

The case study is to identify the company's background, services, company's analysis, business problem and the recommendation that can be use for the improvement of the company. The methods that used to study the analysis is by interview with the management of the company

Based on findings during interviews, Hannan Medispa is quite well known in Malaysia. Hannan medispa is very popular in Peninsular Malaysia such as in Penang, Terengganu, Kuantan and many more. Hannan Medispa is also well known by the celebrities in Malaysia. It was founded by Dr Hannan Yusof in 2012. Hannan Medispa therapy is focuses more on natural beauty primarily on the face, acne and pigmentation therapy and slimming that could give high satisfaction for the customer.

In Kuching, Sarawak, Hannan Medispa is located at Matang, Kuching. They provide services like facial treatment and they also have their own skincare product which are Hannan Cosmetic Skincare, Hannan Hair Care and Hannan Body Care. The major problem that faced by Hannan Medispa is the location is not strategic and it is quite far from the city. The other problem is the space for the treatments in Hannan Medispa is limited and the staffs are lack of professionalism. Hence, in this study case, we're providing recommendations and improvements to make Hannan Medispa become a better and well known facial spa in the future.

## 1.INTRODUCTION

1.1 Our group is doing a case study regarding on a spa, Hannan Medispa Beauty Centre that provide face treatments in town in order to survive and thrive in our current economic situation. It has been told that our country is still facing an increasing numbers of unemployment and inflation rate. Through this case study, we made a research on how this business can survive and grow more efficiently. We had also interviewed the of this spa that has contributed in expanding this business around Kuchin city.

1.2 Hannan Medispa Beauty Centre, Metrocity Kuching is one of the branch out of 26 branches throughout Malaysia that provides treatment for the face which includes acne and pigmentation therapy as well as slimming treatment.

1.3 The major problems that Hannan Medispa is facing is location of the spa is not strategic. The location was to be found less accessible to the customers. Other than that, lacking of professional workers is also one of the problems that had been found at Hannan Medispa. Its been found that taking inexperience workers will be time consuming.

1.4 From our research, we assumed that this business is using psychological theory. This theory is used through the human behaviours and personality mainly that is possessed by successful individual that are risk takers, have the desire for accomplishment and have high internal focus and goals.

1.5 The research for the case study on Hannan Medispa Beauty Centre shows us how they manage their business in this busy and advance world. They keep on improving and expanding their business throughout the whole country as they have plans and mission to make their business to be successful and achieving their goals.

## **2.4. Business, marketing and operational strategy**

### **2.4.1 Business strategy**

The business strategy that is found in Hannan Medispa is business plan. The purpose of the business plan is a guideline for companies operation. This is important because it ensures that all activities are aligned with the organizational goals and achieving success of the long-term objective in the industry.

Their business strategy is they provide various type of cosmetics that will be useful and helpful for the customers. This is because they want people to recognize the greatness of their products. The more the customers giving good feedbacks, the more new customers they will get. Other than that, the services that they provide uses high-tech equipment that lessen the time of recovery after treatments.

### **2.4.2 Marketing strategy**

Their marketing strategy is more to social media such as Facebook and Instagram. They also have their own website that gives more insight what to know and what can be found at Hannan Medispa. They also post feedbacks on social media which makes the word spread faster and can make people acknowledge their beauty centre and give a sense of curiosity to try out their products.