



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

NAARABELLE FACESPA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive summary

This report is focused on a case study of the company, Naarabelle Facespa that located at Kota Damansara, Petaling Jaya, Selangor. For this purpose, the team have an interview session with the owner about the company information and do a SWOT analysis.

First of all, the general information of the company has been collected. Information is gathered through the primary and secondary source. In the second part of the report, contains the specialized subject study. Objective of the project is to study the trend that makes the facespa is so famous among young ladies and women that average age 40 and above, to identify the background, service provided and technology used, to come out with some findings and recommendations and lastly, to identify problems and issues of the company.

Next, we study about the business, marketing and its operational strategy used by the company to promote their services and products. Furthermore, the team find out the company financial achievements regarding how they manage their outlet as well as achievements gain from financial management. Goals indicate what a business unit wants to achieve. The strategy is an action plan for getting the goals. This company has designed a strategy for achieving its goals, consisting of a marketing strategy and effective management.

Lastly, we analyzed the strength, weakness, opportunities and threats of this company in the real business world by using a SWOT analysis. Therefore, from the needs and demands from the existing consumers of this company, we analyzed and find the solution to overcome and to fulfill their needs in Consumer Trend Canvas (CTC) analysis.

1. INTRODUCTION

1.1 Background of The Study

The team has conducted a case study on NaaraBelle FaceSpa. This NaaraBelle FaceSpa outlet located at Kota Damansara in Selangor. This company are offering a lot of face treatment which is face whitening, intense moisturizing and others. Their target market are women especially who are 40 years and above.

1.2 Purpose of The Study

The team has discussed and found out the problem which are:

- The NaraaBelle FaceSpa competing with other beauty spa in the same area
- The technology being used in NaraaBelle FaceSpa is limited and left behind from other beauty spa

1.3 Problem Statement

- To understand the trend of beauty facespa among women especially older women
- To identify the problem and issues of the company
- To distinguish the differences with other beauty spa
- To identify the technology being used to run the business

2. COMPANY INFORMATION

2.1. Background

Naarabelle Facespa is a modern and cozy spa with comfort lounge that provides high technology facial treatment. Naarabelle facespa was founded by Sharifah Nabilla Al Yahya Syed Sheikh in 2016. The facespa is located at No. 22, Jalan PJU 5/20D, Kota Damansara, 47810 Petaling Jaya, Selangor. The outlet at Kota Damansara was officially open on 21 January 2017.