



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

Fundamentals of Entrepreneurship

Case Study

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EXECUTIVE SUMMARY



FURQON

Furqon Natural Therapy and Acupuncture Centre is a one -stop 'One Stop Centre' that offers comprehensive health and beauty services covering spiritual and physical aspects, located in Damansara Damai, Petaling Jaya, Selangor. Initially they were known as an Islamic Treatment Centre by the name of '*Pakar Saraf*'.

They are also in a mission to make a name for their place as a specification place that can help those who needs in terms of physical practices and learns how to apply complementary medical practices such as acupuncture and cupping in order to help them achieve what they desired. This program are specially applies to B40 group and also for Tahfiz students that are interested in learning complementary medical treatment.

Complementary Medicine is what will be introduced to you at Furqon Natural Therapy and Acupuncture Centre. This can be classified as the application of Korean Acupuncture which is known as Korean hand therapy as well as the traditional practice of blood cupping. In hopes that these medical practices application can help those who need assistance in terms of health issues. Furqon also has a program which is called Depression Wellness Program which is to help those who have mental illness and need a supportive counselling session with their line of specialist in mental illnesses.

Furqon Natural Therapy and Acupuncture Centre main mission is to help patients that deal with health problems due to lifestyle and aging factors based on a comprehensive treatment that emphasizes spiritual & physical. They also hopes that they can implement their knowledge on medical assistance and treatment for the patient to practice in the future.

ENTREPRENEUR PROFILE



NAME: HAFIZA BINTI ALIAS

COMPANY NAME: FURQON NATURAL THERAPY AND ACUPUNCTURE CENTRE

POSITION: FOUNDER AND CEO

CONTACT NUMBER: 019-9089812

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BACKGROUND INFORMATION

Madam Hafiza binti Alias is an aspiring businesswoman that is recognized as a practitioner or a physician that is able to consult patients and applies the technique of complementary medical practice such as acupuncture and cupping. She is a mom of two children and also a full-time physician and businesswoman.

Furqon Natural Therapy and Acupuncture Centre was built in hopes to help people with diseases by using natural techniques. This idea is created when Madam Hafiza were diagnosed with a stage-2 breast cancer years ago. After she was affiliated with chemotherapy and found out that it was not a good therapy for her. So she decided to change and find another alternative treatment which is affiliated and known as complementary medical treatment that does not use any medicine or drugs to heal her.

By that, her cancer was already gone and she was known as a stage 2 cancer survivor. Other than that, she was also diagnosed with SLE or known Autoimmune Disease which she is still suffer from but with the help of acupuncture, she manage to sooth the active parts of the disease.

CERTIFICATION

- Certified Professional Aromatherapy Diploma
- Certified Chinese Acupuncture
- Certified Koryo Soojin Chim
- Professional Depression Counselling Diploma Accredited by CTA

Services Provided

Korean Hand Therapy:

Korean Hand Therapy (KHT) is a form of acupuncture and massage that uses your hands to keep your body balanced and healthy. You can alleviate pain and balance the role of internal organs by stimulating specific points on the hands. In both hands, there is a micro-acupuncture and reflex mechanism known as KHT. Internal and external KHT is a very easy and efficient treatment process.

Cupping:

This therapy uses inhalation to remove harmful waste from the body via the skin's surface. Glasses or plastic bowls that are thick, of good quality, and more hygienic are used in the cupping process. This treatment last about 45 minutes to an hour

Product Provided

Furqon Natural Therapy and Acupuncture Centre has provided range of products to help the healing process of the patients. All of their products are made out of natural ingredients that can help boost up the healing process and also provided some extra help to prevent the disease from being active. Some of the products are 'Jus Furqon', 'Terapi Adam', 'Terapi Hawa', 'Qimanis', 'Arabic Gum and many more. There are also other products that are being sold at the shop

Target Audience

All ages categorize, but mainly older age people came to get treatment for their diabetic problems or even high-blood pressure problems. There are also patients that came just to get treatment for their weak and tired body as a source of relaxation and fatigue remover.

Feedback

At Furqon Natural Therapy and Acupuncture, there are many good and positive reviews from their patient as they are striving in providing the best and good quality services to each one of their patients. Most of the feedbacks are regarding their provided space which is spacious and clean. Other than that, they provided a really comfortable seated area as well as treatment room in order for the patients to feel comfortable and satisfied by their services.