



اَوْبُوْرَسِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



CASE STUDY

HAFIZATUL ATIKAH & OBSESS COSMETIC

FACULTY & PROGRAMME : ART & DESIGN (AD118)
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Table of Contents

EXECUTIVE SUMMARY.....	1
1. ENTREPRENEUR PROFILE	3-9
1.1.1 Entrepreneur background.....	
1.1.2 Background of business.....	
1.1.3 Organizational Structure/chart	
1.1.4 Products/Services.....	
2. ENTREPRENEURIAL COMPETENCIES.....	10
3. APPENDICES.....	11

EXECUTIVE SUMMARY

Obsess Cosmetics is a locally developed firm started by Hafizatul Atikah. Before starting the business, Hafizatul Atikah was a well-known makeup artist. The headquarters of Obsess Cosmetics are located in Jerantut, Pahang. They started as a corporation in 2015 and were relatively unknown in Malaysia at the time.

They invested RM60000 in the start-up of their company. Obsess cosmetics isn't a brand that pops up out of nowhere in the beauty industry. Obsess Cosmetics has been a part of its users' lives for a long time.

Obsess Cosmetics was started in 2016 by a makeup artist with years of expertise. Their headquarters are located in Jerantut, with a monthly rental of RM3000. Only four people work at their headquarters from January to October 2019.

It was one of the first local brands to create its own cushion foundation in 2016. Its product line has now grown to include eye and cheek cosmetics. The great aspect is that Obsess Cosmetics is reasonably priced and suitable for both professionals and amateurs.

1. ENTREPRENEUR PROFILE

ENTREPRENEUR BACKGROUND



HAFIZATUL ATIKAH

DATE OF BIRTH : 16 September 1990

AGE : 31 Years Old

EDUCATIONAL BACKGROUND

- 1997 -2002 SK Temin , Jerantut
- 2003-2007 SMK Padang Saujana , Jerantut
- 2008-2009 Foundation At Centre For Foundation Studies , IIUM
- 2010-2013 Degree In Political Science At UIA Gombak

WORKING EXPERIENCE

- 2013 - 2014 Bank officer at CIMB Bank , Ampang
- 2014 -2015 Bank Officer at RHB Bank , Jerantut

BUSINESS EXPERIENCE

- 2013-2015 Sold Scarves
- 2015-2018 Freelance MUA
- 2016-2021 Founder Of Obsess Cosmetics

Atikah, or Hafizatul Atikah Mohd Fauzi, never expected to be a beautician, let alone have her own cosmetic business. She worked as a banker for a year after finishing her education at International Islamic University (IIUM). She later moved to Jerantut, Pahang, where she developed an interest in cosmetics and makeup. She gradually learnt how to become a beautician since she believed it would allow her to earn more money. Her earnings as a cosmetic artist had surpassed those of a banker. As a result, she decided to leave her work and start her own company. She accomplished everything on her own, despite having no marketing experience. Ideally, she began by selling cushion compact foundation with her husband, and after four days, she had sold 500 pieces with a capital of RM10,000!

Later in 2015, she spotted an opportunity to offer lip matte because the product was in high demand. She grabbed the opportunity and produced her own lip matte that were sold in such a short time.

She found herself at the bottom of her business when it was at its peak. She was duped by an agent who offered to assist her in the development of a new product. She lost thousands of ringgit as a result of the incident, but it taught her to be cautious about who she trusted.