



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

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**NAME: WAN NUR BATRISYIA BT WAN MOHD RADZI**

**MATRIX NUM: 2019243144**

**FACULTY: FACULTY OF ART AND DESIGN**

**COURSE: FINE ART**

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**LECTURER NAME: RAJA ATTIK ARIFFUDDIN RAJA  
ARIFF**

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## Executive Summary

The purpose of this case study is to evaluate the company's background, company's analysis and the company's problems as well as all alternatives that their management has provided. This case study has been completed by researching information from the internet and review from people who already purchased the products due to the rules of reducing outdoor activities because of covid-19 pandemic. I have decided to choose a cosmetic business as my subject of this research.

Cosmetics are substances or products used to enhance or alter the appearance of the face or fragrance and the texture of the body. Many cosmetics are designed for use of applying to the face and body. They are generally mixtures of chemical compounds derived from natural sources or may be synthetic or artificial. Cosmetic that are applied to the face to enhance one's appearance may be called makeup which include lipstick, mascara, eyeshadow, foundation, blusher, bronzer and many more. Cosmetics are intended to be applied externally.

By the middle of the 20th century, cosmetics were in widespread use by women in nearly all industrial societies around the world. The cosmetic industry became a multi-billion dollars enterprise by the beginning of the 21st century. I have chosen Kamelia Cosmetic as my case study to explore more on how a local cosmetic company works.

Kamelia Cosmetic is a very famous cosmetic product among young girls. Their variations of makeup products in terms of colours and suitability for any types of skin managed to attract many customers. Based on the information that I found in google, the idea of making cosmetic products such as lip matte, foundation, mascara and so on is created by Kamelia Nisha, as she loves cosmetic product very much. This case study will unfold the success of this famous local cosmetic product.

## Business Description

- Company Background

Kamelia Cosmetics is a Malaysian cosmetics company that was established in 2017 by beauty addict and make-up junkie Kamelia Nisha. It is inspired by the fearlessness, femininity and fantastical nature of mermaids.

In 2019, Kamelia decided to focus full time on Kamelia Cosmetics after years of it being a part-time hobby. Thus, this website and the Kamelia team was born.

The Kamelia team has fulfilled more than 10,000 online orders from 2019 until July 2020 and are blessed to be supported by their customers whom they call “merbabes”.

- Founder Background

Kamelia Nisha is 27 years old woman who studied law in university but decided to start a business to provide a cosmetic product that boost a girl’s look as appearance affect one confidence.

The 27 years old decided not to pursue a career in law after her side business, built during her university days, grew tremendously. Kamelia Cosmetics was established based on Nisha’s longstanding love for makeup, and her adoration towards mermaids, as all its products have a recurring mermaid theme packaging.

“With Kamelia Cosmetics, I hope to inspire women to never stop being creative, dreaming and having fun through make up and in life as a whole,” she said in an interview.

- Company Information

Company’s Name	Kamelia Cosmetics
Address	30-1, Jalan PJU 5/21, Kota Damansara, Petaling Jaya, 47810, Selangor, Malaysia
Business Action	Provide cosmetics products such as lipstick, blusher and DD cushion
Company’s Owner	Kamelia Nisha binti Khairul Annuar
Business Number	019 2996848
Email	kameliakosmetik@gmail.com
Social Media	Website: Instagram: instagram.com/kameliacosmetics  Twitter: twitter.com/KameliaHQ  Facebook: facebook.com/kameliacosmeticshq

Year of Starting Business	2016
Operation Hours	Monday to Friday (9 am – 5 pm)
General Information	The company provides the best cosmetic products because their products are vegan, paraben-free and are never tested on animals

- Product and Services

The privilege of this company is that they are using high end samples to create their own formula for the makeup products. All Kamelia products are vegan, paraben-free and are never tested on animals. All the ingredients used are Muslim-friendly and halal. The ingredients used are Argan Oil, Marula Oil, Vitamin E, Shea Butter, Mulberry Extract and Vitamin C.

1.	Mermaid Skin Foundation
2.	Fintastic Cheek Enhancer
3.	Mermaid Queen Gloss
4.	Mermaid Matte Lip Crème
5.	Lash Maximizer Mascara
6.	Mini Mermaid Skin Foundation
7.	Mini Mermaid Queen Gloss
8.	Mini Mermaid Matte Lip Crème

- Company Vision

To become one of the leading Malaysian cosmetics companies with a high-performance team, a reputation of flawless customer service and exceptional products quality by the year 2025.

- Company Mission

To help beauty lovers in Malaysia achieve the make-up looks and collection of their dreams with our fun, creative products and accessible, affordable price point.