



اَوْنِيُوْ سِيْتِي بَاتِي كِنُو لُو كِي مَارَا
UNIVERSITI
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MARA

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1 . Executive Summary

The case study is important to evaluate the company's background, company's analysis as well as the company's problems all alternatives that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone call and review from people already have purchased and taste the products. But here, my case study is individual because we are in PKP. So, I already chose the products in google.

Based on the findings during the google search, the idea of making cosmetic products such as serum, moisturizer, toner and so on that created by with her husband Hafiz Mahamad under their brand that is Aina Beauty on 20 January 2018. The founder, Syafiqah Aina have the idea on making cosmetic product like, Among NSA Beau's flagship products are Ainaa Serum and Ainaa Cleanser because she got the idea to produce her own cosmetic products starting when she faced skin problems such as dull skin rashes and allergies due to wearing excessive makeup during the photoshoot session.

Apart from cosmetics, she also has her own clothes Syafiqah Aina RTW.

AINAA Beauty increasingly focused on what has been achieved in the last two years.

Now in the phase to increase the momentum of AINAA Beauty special reach to customers.

AINAA Beauty has proven that everyone is capable of doing business without huge capital and with guidance and consistent effort, everyone is capable of celebrating. We will continue to strive to help young people and more entrepreneurial people.

Upcoming plans also include creating AINAA Spa which will hopefully provide a unique income-generating module to people who want to tame themselves in business.

2. Business Description

1. Name of Company

Nsa Beau Ventures is an established cosmetic manufacturer based in Malaysia since 20th January 2018. The founder, Hafiz Mahamad started to venture into business after he had struggling with difficulties in his teenage life. It sparked the idea that he wants all young adults and teenagers to stand on their own feet. In the beginning, the idea to establish Nsa Beau Ventures came from his wife, Syafiqah Aina, a well-known model. The first step in the business was when they decided to formulate their own serum called AINAA Serum from an established cosmetic manufacturer based in Malaysia. The product strikes a chord when they received 20,000 pre-orders for the serum within one week. A large part of the success is when a total of 4000 client engagement were recorded under Nsa Beau Ventures involving other countries in Southeast Asia such as Brunei, Indonesia and Singapore in such a short period of time. Hafiz Mahamad emphasis on his intention to help very youth to be success and to elevate the level of determination to succeed amongst this group. To stay ahead of the game in the business, Hafiz devised a strategic marketing strategy for his new business ventures by providing a unique sales system for Nsa Beau members.

2. Background of The Company

Company Background

- Name: **AINAA BEAUTY**

- **First launched** on 20th January 2018 formulate their own serum called AINAA Serum

- Was promoted at:

- **Instagram** @ainaabeauty

- **Facebook** @ainaabeauty

- **Hotline:** 0175061048 / 01133255961

- **Address:**

Ainaa Centre 7-53-01, Jalan Medan Pusat Bandar 8a, Bangi Sentral 43650 Bandar Baru Bangi
Selangor

3. History of Company

Nsa Beau Ventures is an established cosmetic manufacturer based in Malaysia since 20th January 2018. The founder, Hafiz Mahamad started to venture into business after he had struggling with difficulties in his teenage life. It sparked the idea that he wants all young adults and teenagers to stand on their own feet. In the beginning, the idea to establish Nsa Beau Ventures came from his wife, Syafiqah Aina, a well-known model.