



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

NAME: NURIN SYAMIMI BINTI SAPAWI

MATRIC NUM: 2019666122

FACULTY: FACULTY OF ART AND DESIGN

COURSE: FINE ART

SEMESTER: SEM 4

LECTURER NAME: RAJA ATTIK ARIFFUDDIN RAJA ARIFF

CONTENT	PAGES
Executive Summary	2
Business Description	4-5
Entrepreneurial Characteristic	6
Appendices	7-9 pages

1. Executive Summary

The case study is to evaluating the company's history, analysis and difficulties that company face. As we know, we are in PKP so I need to do my case study individual.

Based on product that I search, I choose the idea of making health and cosmetic products like lipmate, whitening lotion, and many product created by Nik Amirah Syahmimi and her husband, Nik Muhd Syahiman. They make cosmetic product names Demica which is started since 2015.

Syahmimi beauty introduce their products with juice for lose weight and product cosmetics whitening lotion. Since its inception on 2015, she has trained more than 3000 entrepreneurs throughouy Malaysia and some of her participants are now able to achieve sales of thousands of ringgit a month and some have achieved sale of Rm3 million a year. The products made from natural ingredients and beautiful colours.

The main contetn in their cosmetic product (lip matte) consist of Argan Oil, avocado, and vitamin E. The most important is this product is safe to use. This product have many feedbacks from their customer. For me, lip matte's Demica is the best because moisturizes lips and is comfortable to use. I believe that thier customer and regular customer always waiting for new product or new version. Demica by Syahmimi also promote their products in social media for example, Instagram, Twitter and they will update any discount promotion to their customer.

Demica's vision is they want to help other people like students, and housewife. She needs other people get inspired from what her do to change our lives.

2. Business Description

1. Name of Company

Demica is known as company cosmetics and healthy product in Malaysia since 2015. The company is founded by Nik Amirah Syahmimi and Nik Muhd Syahiman. They is wife and husband that join to create cosmetic and healthy products together. Demica means Demi Cantik

2. Background of the Company

- Name: Demica by Syahmimi beauty
- First launched on 2015 through juice lose weight, whitening lotion and lip matte
 - Whitening lotion
 - Demica metabolism booster
- Was promoted at:
 - Instagram @demicabeautyhq
 - Twitter @demicabeautyhq
 - Facebook @Demica Beauty Original Hq

Demica by Syahmimi beauty founded by Nik Amirah Syahmimi and Nik Muhd Syahiman. The product was launched on 2015. This product come with whitening lotion, Demica metabolism booster, lip matte and Bb cushion with affordable price. Nik Amirah Syahmimi is not from wealthy family. She pushing herself to be independent and earn extra money while still studying.



List of the products under Demica

1.	Demica Bengkung Body Shaper
2.	Demica Metabolism Booster (Chocolate)
3.	Demica Metabolism Booster (Mixberry)
4.	Demica Whitening Lotion
5.	Demica Lip matte 'Charming Orange'
6.	Demica Lip matte 'Sweet choco'
7.	Demica Lip matte 'Diva Red'
8.	Demica Lip matte 'Pretty Pink'
9.	Demica Cushion Foundation