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1. EXECUTIVE SUMMARY

In this case study is important to know the company's background, company's analysis and also the company's problem all alternatives that the management has provided for the company. Then the case study is related to a company based in Petaling Jaya, Selangor that is Syedewa Group Sdn. Bhd. I have to research this company to find out more about who was developed Syedewa Group Sdn. Bhd.

The idea of the Syedewa Cosmetic like lip matte, instant brush cleanser spray, and others that created by Syedewa that was a makeup artist. He has an idea on making cosmetic product its because he was a year makeup artist in Malaysia. So that he has a knowledge about cosmetic product.

The first product that he launched on 11 May 2018 and that only lip matte but know he have others collection in his company. He also promoted his product on Instagram, Twitter and other social media that his was created. In the special day Syedewa Cosmetic also do a new collection for limited time only which is Raya Collection so that his regular customer was not bored with his product and also customer can collect this product.

2. BUSINESS DESCRIPTION

Name of Company

Syedewa Cosmetics is a famous cosmetics company in Malaysia since 2018. The founder of this company is Syed Mohamad Fahmi. The name given to this company is from his name Syed. Syedewa cosmetic also have a combo box for his collection Which is Syedewa Signature Box Set, Syedewa X Ferrarossa friendship collection: Ultra-Comfort Lip Matte and other because it is related with, he names Syedewa but for his lip matte he uses a country name.

Background of The Company

- Name: Syedewa Cosmetic
- First launched on 11 May 2018 it was lip matte
Name of the lip matte that for the first time was relics is Paris, Istanbul, Manila and also Kuala Lumpur.
- Promoted at
Instagram: @syedewacosmetics
Facebook page: Syedewa Cosmetics HQ
Shopee: Syedewa cosmetics
- Website: <https://www.syedewacosmetics.my/>
- Email: syedewa@gmail.com
- Hotline: 010-7676779

3. History Of Company

Syedewa cosmetics by founder Syed Mohammad Fahmi or known as Syedewa. The first product he was launched on 11 May 2018. The product was coming with lip matte only for the first launched but so on he also launched a new product which is Lumi Pouch, Limited Edition Hand mirror, lip gloss, Microfibre remover and Instant Brush. Spray. For this product also the price is still worth it with the quality given. Syedewa is a makeup artist in Malaysia. Syedewa also was a graduated in Chemical Technology/Technician, Bachelor's degree at Universiti Kebangsaan Malaysia (2007-2011) and also master's degree in Molecular Genetics at Universiti Kebangsaan Malaysia.



Since he started this cosmetic come out with lip mate for the code Manila and Paris was always sold out. Syedewa cosmetics also do a lip matte for Raya Collection with is Syedewa Raya 2020 Collection with the new design for his lip matte. In 2021 he also relics for raya collection with is Syedewa Mins Raya Collection 2021