



اَبُو سَيِّدِي تَيْكُونُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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Kampus Machang

**DIPLOMA IN BANKING STUDIES (BA119)**  
**ENT300**  
**CASE STUDY: TIEY BEAUTY RICH**

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## **EXECUTIVE SUMMARY**

This case study, is reported by the researcher to fulfill the requirement needed in completing the task of the Introduction of Entrepreneurship (ENT300) course. Generally, this study needs the researcher to choose and study one correspondent entrepreneur. The researcher decided to contact the owner of Tieu Beauty Rich to get all the information needed. The researcher had an interview session with the owner of Tieu Beauty Rich, known as Puan Siti Rahmah Binti Hasan. Early in her business, she just started as a dropship in 2013 to get some money for her study. From only being a dropship, she now could stock up the inventories of the products she sells in her shop.

## **1.0 INTRODUCTION: BUSINESS PROFILE**

### **1.1. Business History**

Tiey Beauty Rich was founded in February, 2016. Their shop is located at Bachok, Kelantan. The offers various types of skincare and cosmetics for their customers at the lowest price. Tiey Beauty Rich moved their first shop to their second shop for a bigger space. As their business grown, they moved to third and now their fourth shop on May 2019, which is their current shop. She had started to do a small business since in elementary school. She attempted to sell candies and junk food in school. The owner of Tiey Beauty Rich inherits the interest in business from her father, who used to have small business when she was a kid.

Puan Siti joined a dropship team of cosmetic products on 2013 as she had been struggling in her university life. She started to stock up some products on 2015. After she got married on 2016 with her beloved husband, she finally opened up a small shop as a beginning. Her business grew bigger and now she opened a two-floor shop complete with an office and a meeting room. With the help of her husband, she managed to get her business expanded with almost 100 members of her team and has 5 employees that have been helping her in her shop.

#### **1.1.1. Entrepreneur's Personal Background**

Siti Rahmah Binti Hasan was born and raised in Bachok, Kelantan where her father owned a small business in the same place. The business interest runs in her blood since she was a kid as she started a small business in elementary school. In 2016, she graduated from UiTM Cawangan Kelantan in Diploma in Banking Studies. In the age 19, she got involved in cosmetics business due to her difficulties and a little bit of her interest. She then opened up her small shop in 2016 with her husband's encourage. Several years passed after her business went well, she received a few award and rewards from the founders of the products she sells.

#### **1.1.2. Entrepreneur's Personal Achievements**

Some of Siti Rahmah's personal achievement are she received an award "Top #3 Sales of Demica" in 2018. She also was rewarded a holiday trip at Istanbul, Turkey

from Sobella Beauty. Siti Rahmah's received the title of leader in two big local brands which are Demica and Maaez.

## 1.2. Products/Services

Products that are sold in Tiej Beauty Rich comes from various types of cosmetics and skincare which includes Sobella Beauty, Demica and Maaez. They have chosen the best products to be sold in their shop to keep the quality of the products and make their happy with the products they sell. They help the customers to get the products they wanted at their shop easier instead of going to the HQ. The products that are provided in their shop are affordable.

### SOBELLA BEAUTY

#### ➤ SOBELLA BEAUTY LIPMATTE



Siti Rahmah used the products in her shop and posted the picture of her using the products in her social media. Sobella Lipmatte is offered in her shop with various types of color codes and included with good ingredients. It will heal the dark and chapped lips.