



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
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MARA

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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

INDIVIDUAL CASE STUDY: *“NSA BEAU VENTURES”*

PREPARED FOR: MADAM NUR HAZELN BINTI MAT RUSOK

PREPARED BY: NUR AIN NABILA BT MOHD NAZRI

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STUDENT ID: 2018239854

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1.0 EXECUTIVE SUMMARY



NSA BEAU VENTURES was founded in 2018. They are based in Malaysia and offer a selection of skincare and cosmetic products for all skin types at affordable prices. NSA BEAU VENTURES have a lot of product that their formulate to their customers. The product strikes a chord when they received 20 000 pre-orders for the AINAA SERUM within a week. A large part of the success is when a total of 4 000 client engagement with their business. To stay ahead of the game in the business, the founder, Hafiz Mahamad, had devised a strategic marketing strategy for his business ventures by providing a unique sales system for NSA BEAU VENTURES. NSA BEAU VENTURES formulate all of their product by using an organic ingredients and does not have any chemical ingredients in their product to make sure their customers' skin were saved when using their product and can treat their skin problems well. When the customers satisfied with their product, they will repeat the order dan feel granted to buy it. The founder of NSA BEAU VENTURES which are Hafiz Mahamad and his wife, Syafiqah Aina, are always try their best to make an effort and prove to the netizen that their products will become well-known in other countries. NSA BEAU VENTURES's product which are AINAA SKINCARE and AINAA COSMETIC, are suitable for man or woman who were wanted a clear skin. NSA BEAU VENTURES always gain a lot of profits based on their total revenue within every year. The founders of NSA BEAU VENTURES are always improve their skills and always be creative in thinking about their marketing strategy to make sure their products are being promoted every day and want their customers around the world knows about their products. One of their marketing strategies is, the founders make an effort to find a dropship, mini agent, agent or other people who wanted a job to join their business. So, when they have many supporters who were promoted their products, people in Malaysia or in other the country will advanced with their products and encourage them to buy it without confusing because there are many positives feedback from AINAA SKINCARE and AINAA COSMETIC users. Besides, NSA BEAU VENTURES's product are saved because they have a certificate analysis about their product ingredients from Kementerian Kesihatan Malaysia (KKM). So, it will make their customers believe and other people feel granted to buy it and try NSA BEAU VENTURE's products to solve their skin problems.

2.0 INTRODUCTION

2.1 ENTREPRENEUR

Entrepreneur is individual who actively form or lead their own business and nurture them for growth and prosperity. As we know, NSA BEAU VENTURES was established and founded in 2018. It is selected as a partnership business entrepreneur when Hafiz Mahamad and his wife were gathered their ideas to open a business of skincare and cosmetic. So, a name of NSA BEAU VENTURES was selected based on his wife's name which is Nursyafiqah Ainaa Binti Abdul Wahab and they are always working harder to make their partnership business become more successful in the future. NSA BEAU VENTURES are always gain a big profit through their marketing strategy and organizational budget. For last 2019, NSA BEAU VENTURES gain profit is RM 100 000. It is because all of their customers were satisfied with their products which are AINAA SKINCARE and AINAA COSMETIC. NSA BEAU VENTURES are located at Ainaa Centre 7-53-01, Jalan Medan Pusat Bandar 8A, Bangi Sentral, 43650 Bandar Baru Bangi, Selangor Darul Ehsan. NSA BEAU VENTURES operated their business within 8 hours per-shift and opened it started on Monday to Friday at 7.00 a.m. until 10.00 p.m. The customers can get the information about NSA BEAU VENTURE's product through social media such as Facebook, Instagram and Youtube NSA BEAU VENTURES or klick on website HQ NSA BEAU VENTURES at <http://ainaabeauty.com/>. In addition, NSA BEAU VENTURES's product are very popular especially among the customers who had a breakout skin and it is also get a successful marketing strategy from day to day because they have two founders which are Hafiz Mahamad and Syafiqah Aina who are very intelligent and discipline in their works to achieve their targets in the business. They are also had a good care of their workers and make them feel comfortable and enjoy in doing their job because they want other people success likes them. One of the secrets about their marketing strategy is they will serve their customers very well and make them satisfied with their products and services. So, it will help NSA BEAU VENTURES's products and brands known all over the world and always have a positive feedback from the customers.

2.2 BUSINESS PROFIL

2.2.1 BACKGROUND



NSA BEAU VENTURES is an established cosmetic manufacturer based in Malaysia since 20 January 2018. The founder, Abdul Hafiz Harisuddin Bin Mahamad as known as 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 the young adults and teenagers to stand on their own feet. In the beginning, the idea to establish NSA BEAU VENTURES came from his wife, Nursyafiqah Aina Binti Abdul Wahab as known as Syafiqah Aina. She is a well-known model, blogger, influencer and instafamous. The great ideation to produce their own line of skincare and cosmetic product started when Syafiqah Aina faced a skin problem due to excessive makeup wear during her photo shoot. Syafiqah Aina started to experiencing skin problems such as dull skin, rashes and allergies as well as blemishes appearance on her skin.

The first step in the business was when they decided to formulate their own serum call AINAA SERUM from an establishes cosmetic manufacturer based in Malaysia. The product strikes a chord when they received 20 000 pre-orders for the serum within a week. A large part of the success is when the total of 4 000 client engagement were recorded under NSA BEAU VENTURES involving other countries in Southeast Asia such as Brunei,