



اَوْنِيُوْرَسِيْتِيْ بِاْتِيَكُونُوْ لُوْ كِيْ بِاْمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**



NURRAYSA BEAUTY SKINCARE

PREPARED BY

NAME : NUR ATIRAH BT ABDULLAH
MATRIX : 2018238066
**FACULTY & : FACULTY OF ART AND DESIGN/
PROGRAMME DEPARTMENT GRAPHIC AND MEDIA DIGITAL**
SEMESTER : SEMESTER 04

**PREPARED FOR
MADAM KARTINI BT**

SUBMISSION DATE

23 APRIL 2020

TABLE OF CONTENT

	TITLE	NUMBER PAGE
1	ACKNOWLEDGEMENT	3
2	EXECUTIVE SUMMARY	4
3	INTRODUCTION	5
4	BUSINESS DESCRIPTION	6
5	COMPANY BACKGROUND	7
6	ORGANIZATION MISSION AND VISION	8
7	ENTREPRENEURIAL CHARACTERISTICS	9
8	APPENDICES	10



ACKNOWLEDGEMENT

First and foremost, i would like to show my gratitude and thankful to Allah S.W.T, because of his blessing, we had done such a wonderful task entitle, “Business Plan Nurraysa Beauty” with a great success.

I also would like to thank my beloved lecturer, Madam Kartini because she such a great helper from the start until end. Madam Kartini has given her guidance, advises and instructions in order to do and complete this report.

Alhamdulillah, after all the great works from my efforts, finally this report is complete. Thank you for my classmates whom also help me in giving me the information when needed.

Lastly, I would like to thank to all persons who had helped and supported me to involved this report either directly or indirectly. They had been a great helper to me involve this report, and I really appreciate to that persons especially to my lecturer, Madam Kartini that always guide me until this report is done. I believe that business plan will give innovative ideas to encourage the local community into the challenge business.



EXECUTIVE SUMMARY.

Nurraysa (Nurraysa Global Sdn Bhd) or formerly known as Nurraysa Beauty is a Muslim-made beauty product company founded by Mrs. Nur Aini Zolkepli. Nurraysa's products are free from harmful chemicals in accordance with its Mesra Insurance theme where they are easy to wash and can carry prayers.

Starting with just RM500 capital, the Nurraysa brand now has thousands of agents with over 100 billboards installed along highways throughout the peninsula of Malaysi

With the aim of creating a congregation business opportunity, Nurraysa founder, Mrs Aini Zolkepli is committed to providing guidance to Nurraysa's stockists & agents so they can make 6 figures a month!

Thankfully, at the age of 23 Mrs. Nur Aini has made over RM1 million a month and helped over 5,000 people earn and raise 5 million in 2016 & 13 million in 2017.

Nurraysa has appeared in newspapers and various media such as TV3's Main Bulletin, Assalamualaikum TV9, from 2014 to the present.



1.0 INTRODUCTION

As it is known the Nurraysa name comes from a combination of 3 names of the members of Mrs. Nur's family, **namely** :

NUR : Mrs. NUR AINI ZOLKEPELI (Founder)

RAY : RAYYAN (Mrs. Nur's eldest son)

SA : SAIFUL (Mrs. Nur's Husband)

Mrs. Nur Aini Zolkepeleli is the Founder of Nurraysa Beauty Products who set up her own business with a capital of RM500. She decided to borrow money from her husband to start a small-scale business that started with the seaweed business.

However, the business did not last long as many competitors were playing the seaweed price and it was difficult for Mrs. Nur to calculate the profit. But Mrs. Nur did not give up and kept trying to do better in her business.

Then Mrs. Nur decided to produce her own product at the factory. At the same time, Mrs. Nur met one of the factory workers who made soap and taught her a little about how to make soap from home using the ingredients in the kitchen. Then, the first product of Mrs. Nur's product, the seaweed soap, appeared

From there, Mrs. Nur began to find the best way to solve her business problems by finding mentors and participating in the Entrepreneurial Program. To this day, Mrs. Nur has become a millionaire.

