



اَوْنَبُو سِيْتِي تِي كَو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
(BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

CASE STUDY

“BOUGAS EMPIRE SDN. BHD.”

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1.0 Executive Summary

The following is a case study for Fundamentals of Entrepreneurship where I have interviewed a chosen company. I have chosen Bougas Beauty Company which is the manufactures cosmetic products as the company for my research. The company located in Cyberjaya, Selangor which makes it easier to do some research. Therefore, I am working hard to make this case study done properly. I cannot go to that company because of MCO. With the advance techonology nowsadays, I can get the information quickly.

During a study case, I need to collect all the information about a company, so I decided to contact the general manager of the Bougas Empire Sdn. Bhd. who is Nur Erni Amanina Binti Mohamad Amin. From the interview, I have known about their background of the business. Case study is very important in entrepreneurship. With case study we can identify the challenge and problem that faced by the company or customers. Furthermore, this case study can give intensive insight of the company. It is the investigation and exploration of the company deeply.

I am grateful to Madam Nur Hazelen Binti Mat Rusok as a major source focus to make sure all particulars in the case study very well-done and also to the company who agree to cooperate with me for this case study. With that, I could complete my case study easily without any hard obstacle.

2.0 Entrepreneur Profile

The founder and the owner of Bougas Empire Sdn. Bhd, named as Nur Erni Amanina Binti Mohammad Amin and known as Erni Bougas. She was 28 and was born in Kuala Lumpur on 21 November 1993. She married with Faisal Salehuddin. She graduated from Politeknik Kota Bharu in Diploma in business. She is third of the eight siblings.

She was gained popularity from modelling and social media. She also has one-hundred and seventy-five thousands of followers in the Instagram. She always shares the positive vibes with her followers to gain trust. Erni Bougas also use the power of social media to communicate without limits. Besides, it provides an opportunity for open engagement to submit comments and share information quickly.

Most of the entrepreneur who has succeeded in building own empire is not from wealthy family including Erni Bougas. Her father is not work while her mother is a helper at school canteen. This is the reason why she struggles and focuses with this business to help her family earn money.

The Muslimah image that Erni Bougas bring did not obstruct her from shouldering responsibilities and challenges like other women. Erni Bougas confident that women nowadays wisely organize their careers and can compete with another entrepreneur.

At the first, Erni Bougas just doing small business just to earn extra money and then she gets inspired to make her own beauty products. At that time, she thought of making a water base serum because this serum does not even exist in Malaysia yet. It is also suitable for all skin types. Then the result is she launches a Bougas Serum, as well as making the product the pioneer water base serum in Malaysia.

3.0 Company Profile

Bougas Beauty is a local beauty brand that is Halal and recognized by JAKIM. The company is located at Cyberjaya, Selangor. This high-quality skincare product was established in 2017 to make a difference while upgrading the lives of every individual. Bougas Beauty has faith in creating quality skin health management items that handles the worries of Asian's skin local area. Bougas Beauty endeavors to break the judgment on local products and can compete with global brands in future.

Bougas has also marketed a consistent and quality product. The company's products have been approved by the Ministry of Health Malaysia. Bougas Empire also ensures to produce the high-quality local product. The marketing level is international equivalent. Additionally, the company's products have also obtained product reviews from outside, and it is safe to use this product.

Due to high demand, Bougas products have been successfully marketed abroad Brunei and subsequently will be marketed to Singapore. Their marketing has been successfully marketed out of the country because of their marketing methods that use digital marketing.

Bougas Empire Sdn. Bhd. has begun his company with the capital collected from modeling and parenting loans. Erni Bougas has started its business by selling just 500 pieces at the start. The revenue that earns is rotated every month to ensure that this business will continue to run. Erni Bougas has managed to manage the company's finances by separating between business and personal money. Starting from 500 pieces only, its product has begun to demand up to 800 pieces, 1000 pieces and up to 2000 pieces respectively.

Due to the high demand, Erni Bougas has rotated their company capital to produce more products. Now, serum product has improved from normal serum to advance serum. Additionally, after 2 years production of serum products, Bougas Empire has launch face scrubs as their new products. Face scrub demand also has a high demand around 15,000 to 20,000 pieces. After that, Bougas Empire has launched another product which is toner, sunscreens, and moisturizer and more.