



اُنِيُوْزِيسِيْتِي تِي كُونُوْجِي مَارَا  
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FUNDAMENTALS OF ENTREPRENEURSHIP  
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CASE STUDY REPORT



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## 1. EXECUTIVE SUMMARY

Overall, this contextual investigation is about the foundation of Dato Siti Nurhaliza binti Tarudin. She is the founder of her product "SimplySiti". She is a Malaysian singer, songwriter, actress and businesswoman with more than 300 local and international awards. She had launched her own beauty product line (SimplySiti) in 2010 which had made nationwide sensation in both local and the international market. With the help of her husband, Datuk Seri Khalid Mohd Jiwa and two others business partners, she ventured into the cosmetic industry after two years of research with AC Nielsen to study the market and target customers. The brand's name was derived from the word "simplicity". For this situation study, I might want to share about the business person and a couple of things that everybody must know about Dato Siti Nurhaliza and her product's. There are many difficulties that Dato Siti Nurhaliza needs to look before her successful in business. Last but not least, everyone should make Dato Siti Nurhaliza as their own role model because she is a good business person in Malaysia. SimplySiti of this case study is that we are able to see the situation where we see the existence problem that needs to be solved. After I have done investigation, I had found that the model of the business is manufacturing. With the inclusion of nanotechnology, cosmetics are manufactured in Korea. The nature of this business is health and beauty. SimplySiti is creating a premium local brand that able to position itself at par with the international brands. The primary marketing objective is to establish SimplySiti as the best Asian brand in cosmetic. My references of this case study is from internet. I using my internet to access more knowledge about SimplySiti. The entrepreneur must have the features to make the entrepreneurs more competitive and sustainable and it allows an entrepreneur to get competition advantage when compared with other entrepreneurs. After I have studied about this product, I think this product is a good and can be more successful in the future. After that, after studied about this, I know more knowledge about the materials that have in SimplySiti.

## ENTREPRENEUR PROFILE



### 1.1 Business Background

Siti Nurhaliza has won second attempt to participate in a business industry after launched her product's in early 2010. Siti Nurhaliza was made her cosmetics after her first trial with her Ctea came to a dead end. The production of her branded tea was stopped in March because she want to focus more on SimplySiti. Her husband's Dato Seri Khalid Mohd Jiwa or individuals call his as Dato K is a person who always help his wife managing her products. Dato Siti Nurhaliza also assisted by two other business partners. She ventured into the cosmetic industry after two years of research with AC Nielsen to study more about business for example about how to make market and how to target customers. The cosmetic were produced in Korea with the incorporation of nanotechnology. SimplySiti has received Halal status from Jabatan Kemajuan Islam Malaysia (JAKIM) before being released. It is good for muslims to buy this product because it have Halal status from Jabatan Kemajuan Islam Malaysia. When has received Halal status it means that the content does not contain prohibited items. Jabatan Kemajuan Islam Malaysia (JAKIM) was visited the factory in Korea to inspect every aspect of the production with strict regulations to ensure the products are Halal. Many of the products, especially her lipstick range released bear the names from her singles's and albums' titles. There are many marketing strategies that Dato Siti Nurhaliza have do, for example she put her products over 200 Watsons, Guardian and Jusco outlets throughout Malaysia, with its first kiosk at the JB Sentral in Johor Bahru. She also plan to promoting the products to Brunei, Indonesia, Singapore and Middle East countries. After that, Dato Siti Nurhaliza was think to make a new product and she was signed a contract a British toiletries company in July. The new product is Shampoo, anti-perspirant and other toiletries. It was released in February 2011. Then, in late August, Dato Siti Nurhaliza was released a new product. The new product is a limited gold edition because it specially for Hari Raya Aidilfitri. After a few month later, she released five new hues for the lipstick collection who known as "SimplySiti Glam Red".

## **1.2 Promotion Business**

There are many promotions that Dato Siti Nurhaliza involved of her products. The first promotion that she do is starring in the product's television commercials. Meanwhile, she also released a theme song for the SimplySiti products, Rahsiaku Kini Milikmu. Everyone know Dato Siti Nurhaliza is the best singer in Malaysia, so their fans will support her products because love the song she sings.

## **1.3 Awards Business**

Malaysian Association of ASEAN Young Entrepreneurs (MAAYE) was organised BOSS Awards (BA) to recognise the outstanding performes in the Malaysian and ASEAN young entrepreneur community. The awards aim to promote excellence, inovation and best practises in business entities. SimplySiti has won the Halal Journal Awards in 2010 and it was the first awards that Dato Siti Nurhaliza get. Being the only Malaysian winner, her cosmetic and skincare range, SimplySiti took home the Best Product category. After two years, SimplySiti cosmetic range was placed second in the Best Packaging category of Halfest 2012 Awards. SimplySiti had received awards from The BrandLaureate on 11 January 2011. Then, SimplySiti received an award by UDC Business Awards under the category of "UDC Best Upcoming Cosmetic Product. The award was presented by former Prime Minister, Tun Mahathir. In 2016, SimplySiti received award as Malaysia's Strongest Brands.