



FACULTY OF BUSINESS AND MANAGEMENT

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)**

WAWA COSMETICS BY WAWA ZAINAL

CASE STUDY

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1.0 EXECUTIVE SUMMARY

The main purpose of doing this case study is to expose the students to real business and it can give me an idea to establish my own business and being an excellent entrepreneur. For this study, I have done my research about the company that I have selected. The name of the company that I choose is Respected Citizen Sdn. Bhd and the founder were Malaysian Celebrity, Wawa Zainal and her husband Aerial Zafri, CEO of Wawa Cosmetics.

The motto of Wawa Cosmetics is 'Pakai Wawa barulah LAWA'. Wawa Cosmetic is one of the most viral health and beauty companies in Malaysia. They produce beauty products that can be trusted. She improved her skills by doing research and studies for about 2 years after failure. It was successful in the national market in 2018.

2.0 ENTREPRENEUR PROFILE

2.1 OWNER INFORMATION



Wawa with her family

Nur hawa binti Zainal Abidin or known as Wawa Zainal was born on 12 March 1991 in Sabah, Malaysia. She was the 8th daughter from 11 siblings. Currently she is 30 years old and originally work as an actor and model as her occupation before she is dabbling in the interpreneurship field. Wawa entered the modeling industry at a very young age at the age of 12 and entered the world of acting in 2011. In 2012, she was married with a Malaysian Celebrity, Aerial Zafrel or Suhairil bin Sunari. This couple was given with 3 children.

Wawa once grabbed the Popular Female New Artist trophy at Anugerah Bintang Popular Berita Harian 26th. She once said that she wants to acting again if given the chance but she wants to focus on business first.

In 2016, Wawa Zainal launched her first product, Wawa Softlens, which is an eye contact lens product, but on her interview on the youtube channel Intrepreneur Insight (<https://www.youtube.com/watch?v=qCEEF01lad4>) she said that she failed to further her business due to lack of focus. After that, she improved herself by learning about business, and as a result, she was successfully nominated as the top 100 most influential young entrepreneurs of 2018 alongside her husband Aerial.

In early 2020, Wawa and Aerial released the Wawa Unicorn Kit product and had already sold over 25,000 units before the official launch was made. They also have launched a new cosmetic product that is, Muslim Bukhari. The couple was planning to build a mosque worth RM1.2 million in Aerial hometown in Kampung Rengit, Batu Pahat, Johor from the profit that they gained. "They are only 80,000 units and there will be no restock once it is sold out and if we manage to sell out all of the product, then there will have more than enough funds to build the mosque. We were not trying to show off by announcing plans for the mosque but instead, it is an appeal to their fans to come together in investing for the afterlife", said Aerial in myMetro (25 July 2020). After their success, according to Harian Metro, they were planning to build a "Tahfiz" school.