UNIVERSITI TEKNOLOGI MARA

SEPHORA

COMPANY ANALYSIS

SEPHORA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

BACHELOR OF INFORMATION TECHNOLOGY

SEMESTER : SEMESTER 6

PROJECT TITLE : MAKEUP BEAUTY STORE APPLICATION

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EXECUTIVE SUMMARY

There has been a rapid development on mobile devices in the world where it gives a lot of impacts on the society, transforming the culture, social life, technology landscape and other diverse aspects of modern society. With the growth of mobile devices, there are many mobile applications that are created for many kind of purpose in aspect of social life, business, education and health sectors. Nowadays, online shopping trends are commonly come up with mobile applications for an easy access of purchasing process. There are various types of shopping mobile applications that provides variety of uniqueness and features to attract the potential users. Cosmetics shopping application are a part of them. This study wills primarily focusing on brand company analysis that involves in cosmetics industry in the world, which is Sephora. At the end, the study will conclude the recommendation and improvement based on analysis on Sephora's mobile application.

2.3 Product/Services

Sephora was released many cosmetic products throughout the world. Products that are available in Sephora are based on the following below:

1. Makeup (Contour, Foundation, Lipstick, Makeup Remover, Nail Polish, Eyeliner, Mascara and etc.)
2. Skincare (Facial Cleanser, Moisturizer, Toner, Face Oil, Mask, Sunscreen and etc.)
3. Bath and body (Body Bath, Body Exfoliator, Deodorant, Lotion, Hand Cream and etc.)
4. Fragrance for men and women
5. Hair care (Hair Shampoo, Hair Conditioner, Hair Spray, Hair Color and etc.)
6. Tools and brushes (Face Brushes, Tweezers, Eyelash Curler, Sponges, Nail Clippers, Combs, Dental Care, Nail Clipper and etc.)

Besides that, Sephora also provide online shopping services for the customers through Sephora's website and application.

2.4 Technology

SAP System

Sephora uses SAP system in order to operate its products smoothly since there are many branches available. Sephora order the products through SAP system, which making the operation system in Sephora more efficient to deploy such a huge number of products. SAO system helps Sephora to manage its products much easier. Sephora receives a huge amount of products for once a week to restock the products. The Sephora's staffs start their job on 7 a.m. and they should open the shops on 10 a.m. During these three hours, they have to check the products and then assign them into different places. They should also attend the daily meeting and prepare for opening shops. When they receive the products, they use a machine which is called PDA to scan the bar codes and then send the data to the