



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### VANITY COSMECEUTICAL COMPANY

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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WITH AI AND AR

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## **EXECUTIVE SUMMARY**

There has been tremendous growth in the use of mobile phones in the world today. The mobile application always plays big roles when you can surf, manage, and do any task at your fingertips. Nowadays, the people try hard to find the suitable skincare. In order to solve the problem, Cosmoderm provide an application that use AI driven tools to analyze the skin type and AR to help the people imagine the future look like after use the skincare product. Then, the application will provide the details description for each product that help the to know more about the product. In addition, the application will provide several payment methods the help the people checkout easily and quickly. The payment methods that will be provided are PayPal E-wallet, EBay and cash on delivery (COD).

## 2.2 Organizational Structure

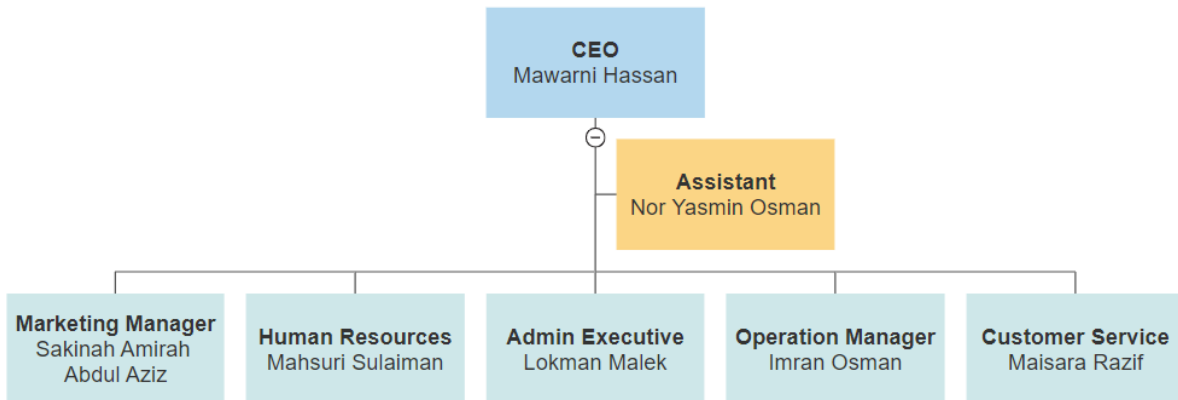


Figure 1 Organizational Structure

## 2.3 Products/Services

The Vanity Cosmeceutical company has a website that sold all the Cosmodern products. Its products and services as listed as follows:

### Service

- Provide skincare routine for female and male such as cleanser, toner, serum, moisturizer.
- Provide personal care routine such as body shampoo, soothing feminine hygiene.
- Provide the health care such as hand sanitizer