



اَوْبُو سَيْتِي تَتَكْوَمُو كِيْمَا اَرَا  
UNIVERSITI  
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## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **CASE STUDY**

**Title:**

**WAWA COSMETICS**

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**By WAWA ZAINAL**

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## **TABLE OF CONTENTS**

<b>1.0</b>	<b>Executive Summary.....</b>	<b>3</b>
<b>2.0</b>	<b>Entrepreneur Profile.....</b>	<b>4</b>
<b>3.0</b>	<b>Personal Entrepreneurial Competencies.....</b>	<b>5</b>
	3.1. Persistence	
	3.2 Take risk	
	3.3 Information Seeking	
	3.4 Goal setting	
<b>4.0</b>	<b>Appendices.....</b>	<b>7</b>

## 1.0 EXECUTIVE SUMMARY

The overlook of this case study is that I used to be ready to study, identify and see the prevailing problem that must be solved in real-life situations.

The entrepreneur and its business that I select as my entrepreneurship source of information are Wawa Zainal the founder of Wawa Cosmetics. They sell various types of cosmetic products that they develop through their experience. there's no specific location of where the location of their shop. But Wawa Cosmetics is selling their products through online shopping and assign dropship agents to push their products all around Malaysia.

This company is run by Malaysian celebrity couple Aeril Zafrel and Wawa Zainal. This business was originally owned by Wawa Zainal while her husband was the CEO. Wawa Cosmetics is under the subsidiary that's, Respected Citizen Sdn. Bhd..

From my studies, Wawa Zainal initially intended to launch Wawa Softlens products in 2016 but did not develop them because of other commitments and lack of entrepreneurship skills. within the middle of 2018 Wawa Zainal had improved her skills by doing various research and studies for about 2 years after her first failure. She began to sell cosmetic products and didn't expect the response was quite lively. Wawa Zainal then established Wawa Cosmetics officially in 2018 with the support of her husband.

Recently, Wawa Cosmetics had launched a replacement cosmetic product that's, Muslim Bukhari. Acording to (26 Julai 2020, Kosmo), there was reaching to build a mosque worth RM1.2 million in Aeril's hometown in Kampung Rengit, Batu Pahat, Johor from the profit that they gained. After their success, according to Harian Metro, they were progressing to build a 'Tahfiz' school.

We can conclude that Wawa Zainal had through uncountable obstacles before she made her success. From this, my study is to detect the Personal Entrepreneurial Competencies like persistence, take a risk and information seeking that made her a successful entrepreneur.

## 2.0 INTREPRENEUR PROFILE



Nur Hawa Binti Zainal Abidin or famously known as Wawa Zainal was born on 12 Mac 1991 in Sabah, Malaysia. Currently, she is 29 years old and was originally working as an actor and model as her occupation before she is dabbling in the entrepreneurship field. She was the 8th daughter of 11 siblings. Wawa had finished her secondary school at St. Dominic Lahad Datu, Sabah, and no articles that mention either she continues her study or not. Before entering the business industry, Wawa first went into the modeling industry at the age of 12 and had entered the world of acting in 2011. Wawa Zainal was married to Aeril Zafrel or Suhairil bin Sunari in 2012 who was also a Malaysian Celebrity. This couple was given 3 children.

Wawa Zainal exposed her intention to enter the business industry by launching his first product that is Wawa Softlens which is an eye contact lens product but according to one of her interviews in Entrepreneur Insight (<https://youtu.be/qCEEF01Iad4>), she failed to further her business because of her lack of focus and when she was not focused it will consume time to runs to business properly, said Wawa.

Wawa Zainal nominated the top 100 most influential young entrepreneurs in 2018 alongside her husband Aezrel. From this, it will boost her influence on the public. Wawa Cosmetics was at the peak in early 2020 this year because of the launching of Wawa Cosmetics Romance Mysterious which is special for couple gift and Wawa Cosmetics Bukhari Muslim.

## **3.0 ENTREPRENEURIAL COMPETENCIES**

### **3.1 Persistence**

From my studies, I found that one of the factors that influence Wawa Zainal to be a successful entrepreneur is her persistence to keep the original intention of Wawa Cosmetics type of business that is to sell a cosmetics product. From the interviews that I found in [https://www.youtube.com/watch?v=l3Y5cd\\_UWEE](https://www.youtube.com/watch?v=l3Y5cd_UWEE) and [www.youtube.com/watch?v=qCEEF01Iad4](https://www.youtube.com/watch?v=qCEEF01Iad4) Wawa and her husband Aeryl was interviewed by a YouTube channel that called Entrepreneur Insight respectively and Aeryl as the CEO said that the biggest mistake that they made is they not being serious in the beginning of their participation. He said, the truth is they didn't see cosmetics can make a lot of money.

From this, we can see that persistence is one of the key characteristics that lead to Wawa's success. The proof is, they do not give up from selling cosmetics product even though they suffer a huge loss at the beginning of their business. As example, they repeated the actions to focus on selling the same product in their business and overcome many obstacles together. Obviously, their failure in selling cosmetics product at first is a sign of another failure if they keep selling it without further improvements but other things happened, and this is an undeniable characteristic that Wawa have.

### **3.2 Take risk**

Wawa Zainal and her husband dare to take risks in their business. This is because while in developing the company and producing the product, Wawa ever failed in doing this bussiness but she did not even give up in her spirit to do business. She also doesn't take risks without thinking, doing business is not an easy thing but Wawa and her husband wisely make decisions in the products they will make.

We can take Wawa efforts as example to take a risk and continue our business because at the end it will be worth it to ourselves. Also, we don't know what will happen in the future, all we have to think about is that we have to be smart in doing something.