



اَوْبُنُورِ سَيِّدِي تَيْكُونُ لَوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY BUSINESS MANAGEMENT**

**INDIVIDUAL ASSIGNMENT 1**

**ENT300**

**CASE STUDY ON SHA HASAN**

**PREPARED BY:**

NURDINI AMIRAH BINTI AB GHANI

(2019271434)

GROUP BA111/5B

**PREPARED FOR:**

MADAM NUR HASLINA BINTI RAMLI

**DATE SUBMISSION:**

14 NOVEMBER 2021

**TABLE OF CONTENTS**

Executive Summary.....1

Entrepreneur Profile.....2

Business Profile.....3

SWOT.....4-6

Entrepreneurial Competencies.....7-8

Appendices.....9-10

References.....11

## **EXECUTIVE SUMMARY**

In this case study, I have chosen a very dedicated and humble entrepreneur in Malaysia which is Sha Hassan. She was born on 1 June 1996 in Kota Bharu, Kelantan, Malaysia. She is a young entrepreneur and a founder of a well-known brand in Malaysia which is Shalicious Empire Sdn Bhd that sells supplements and cosmetics. Before she started her own business brand, Shalicious, she really has interested in business since she was in high school as she had sold so many things such as dress, blouse, hijab and many more.

Sha Hassan started her own business at a very young age from scratch with zero knowledge about how business industry works but putting that aside she go through that to follow her dream. . The struggles that she had gone through in the beginning of the business really teach her the meaning of patience. The business start to operate in 2015 with only 600 box of supplement known as Beauty Secret for starting at that time through online platform.

The passion in business in her own self really put her where she is now. She is really a dedicated and patience entrepreneur because of their struggles in the early of their business, their business is one of a successful business in Malaysia and still sustain for 6 years now. Many people have recognized and realized their products existence as they are produced high quality products. So many people now prefer a high quality products as they want to consume it for a long time so Shalicious is their 1<sup>st</sup> choice now.

## ENTREPRENEUR PROFILE



Wan Nur Siti Aisyah binti Wan Hasan which also known as Sha Hasan as her glamour name is the founder and CEO of Shalicious Empire Sdn Bhd. She was born on 1 June 1996 in Kota Bharu, Kelantan. She have 13 siblings including her as second last. She studied at Maahad Tahfiz Sains at Kelantan. She was the best student in high school as she scored straight A's in PMR and SPM. She was raised by her biological single mother as her father passed away when she was still a kid.

After she finished her high school, she start to do business right away as she do not want to troublesome her mother to support her as at that her family had a financial crisis. She then started to sell blouse, dress, scarves and stuffs to support her life and to save money to further her study in college. Then she went to Kolej Poly-Tech MARA at Kota Bharu and get scholarship. After months of studying, she stopped because she had some reasons that cannot be avoided.

Before she started her own business brand, Shalicious, she had already tried to sell cosmetics as RM250 as a modal that she borrowed from her older sister but it did not get so much hype. Then after that she started to sell fruits such as Mango 'jeruk asam boi' and many more. She managed to collect capital after about a year active in food product business to start selling supplement product. In a span of a year, Sha Hasan succeeded to hit her first million sales with the starting cost of only RM40, 000 of her business supplements. She became a millionaire at a very young age which is when she was 19 years old.

She is not only a fighter in business but also an illness fighter. She is a scoliosis patient since her high school because of her fell down the drain on her back. She did not discouraged by having a high risk disease to be a successful person in business. Furthermore, she got more fame on social media after the news of her being a millionaire at the age of 19 came out. However, she is still a humble person. She always helps people in need or poor family she met for example she helped a 'ketupat' seller by buying all of it so that the seller can go home early as the seller is an elderly people.

## **BUSINESS PROFILE**



The business was established in 2015 and is managed by Sha Hasan and her husband Al Hafiz Zakaria. Sha Hasan the founder and CEO wanted to produce high quality, clean, safe and halal products by the name of SHALICIOUS SDN BHD. The company is well-known by its high quality products which is supplements and cosmetics. The supplements was first introduced in 2015 which is a tablet vitamin named Beauty Secret at that time. The factory they used is also trusted and registered under MESTI so that is why they can produce high quality products.

At the beginning of their business, they did not have any staff to manage stock and the office to store their stock also they did not afford to rent. Sha Hasan and her husband did everything on their own and at their home. However, with their patience and effort to keep grow in the business every day, they manage to hit their 1 million in only 1 year. Then, after they got a lot of demand from the customers, they produced so many supplements products consisted by Mixberry Powder, Glowee Oat and NV Colly and cosmetic products for example foundation, Cshine skincare and BB cushion.

Hence, not only that but Shalicious Sdn Bhd managed to expand their market not only in Malaysia but also in various countries overseas such as Indonesia, Brunei and Singapore. All of the products produced are made for local customers and foreign customers that always struggle with their skin problems as we all know so many consumers are suffered with the skin problem whether it is acne, pigmentation, skin inflammation and many more.

In 2019, Shalicious Empire also awarded as Top 10 Asia brand which is an impressive outcome for them. As for now, the company keep growing and shining even after 6 years established. Shalicious product has its own regular customers that made their business is still sustain and relevant till today. Shalicious company also expected to expand more their market to the international level.