



COMPANY LOGO

CASE STUDY: COMPANY ANALYSIS

Aurelia Beauty Pte Ltd

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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Acknowledgement

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We would like to express my gratitude towards my parents & member for their kind co-operation and encouragement which help us in completion of this project. Our thanks and appreciations also go to our colleague in developing the project and people who have willingly helped us out with their abilities. We would like to thank everyone for their help directly and indirectly to complete our assignment.

Executive summary

Aurelia Beauty is a company that sells skincare products and cares for its clients. Our company provides reasonable products to our valued clients by offering them a variety of packages with varying price ranges. In addition, we provided our consumers with a free consultation so that they could meet with us before using our product. Our target demographic is a group of people who are looking for a new beauty product at a low cost, and who want to be able to choose from a variety of side effects to meet their demands. Aurelia Beauty strives to have a large number of agents and drop shippers who are preparing to start a new business and seeking fresh ideas for a successful future. We don't have a specific geographic focus because our consumers can come from anywhere as long as they're looking for Aurelia cosmetics. Our services can be completed and dealt with over the internet, and we do not require a face-to-face meeting if it is not convenient for them. Aurelia Beauty's marketing strategy is to present a list of prices from the product packages. Negotiation on the discounts is appropriate if it ensures their contentment. Because we regard our clients' demands and needs, this technique will draw their attention. Ms Hana Umairah and her friends are owned by Aurelia beauty. Our company also uses Facebook and Instagram as a platform to attract online clients, raise visibility, and increase sales all at the same time. We will promote Aurelia beauty products on Facebook and Instagram by providing teaser posts, testimonials, and feedback reviews as part of our sale postings.

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Introduction

Background of study

Skincare products with whitening and lightening functions have been introduced to the Asian market during the last several decades and have become one of the most popular product categories in the Asian beauty industry, including Malaysia. People's needs and wants to be beautiful should be the same all around the world. Cosmetics are one of the factors that contribute to a person's beauty. It becomes trendy. Regardless of generation, most people wear cosmetics in their daily life. They aspire to form groups. Even though cosmetic use is on the rise, some consumers are unconcerned. concerning the effects of cosmetics on their health, such as skin and physical appearance.

According to all sales and demand data for skincare products, we are always curious as to why consumers are devoted to unethical business products, particularly skin care products, even when they are aware that the product can harm them. Consumers continue to purchase the product on a regular basis. With the help of the cosmetic product, people will acquire confidence and be able to stand in front of crowds without fear. People's initial impressions are extremely important in today's society. With the help of fashion and cosmetic items, people are increasingly focusing on beauty rather than other more durable factors, emphasizing the contour of the female body.

Purpose of the study

The purpose of this case study is to investigate the way of the Aurelia beauty Pte Ltd operations and help the company using swot analysis. The research is intended to look at this company's background, its organizational structure, products, service and to look over their marketing strategies and operational strategies.

Aurelia beauty is a local company that sells beauty products. Aurelia beauty is one of the famous company with beauty product. Their number one products is skin whitening soap. Their products is really famous in Malaysia. They also export their product in Brunei and Singapore. good

COMPANY INFORMATION

The company that we choose for this case study is Aurelia beauty Pte Ltd. The company located in Johor Bahru, Johor Malaysia. The details address is No 6, Jalan Sri Perkasa 1/3, Taman Tampoi Utama, 81200 Johor Bahru, Johor. The founder name is Hana Umairah. Madam Hana is 30 years olds and a mother of 3 beautiful daughters. She was born and stay in Johor Bahru. Unfortunately, we could not reach and interview the founder itself. But we will tell the story of the co-founder that is Madam Nur Amirah.

Madam Amirah's background before she becomes the co-founder of this company, she is the manager at the phone store for 4 years. She quit the job because the condition of her sick father become worst. After she quit, she decides also do some part-time jobs while taking care of her father. And start from there she has been an online seller for 7 years. At that time, she sells Vsl, Canela, or Aurelia that everyone knows now. She is really interested in the business. With a capital of RM200, initially, his intention was only to help his family, but over time that feeling of interest arose. And initially, the revenue from online sales was only RM250 and can now reach six figures.

Her idol in this business line is the founder of Sobella. She said if they (the others founder) can do it, why cannot I do it also. After that, she said that the important preparation for someone to become a successful businessman/businesswoman they must have discipline and self-confidence. If not they will give up in the middle of the process like how usually she saw her staff do.

Aurelia beauty Pte Ltd is a beauty company that sells whitening body soap, body scrub, and milkshake (for internal beauty). The milkshake came with 3 flavors strawberry, vanilla caramel latte, and chocolate butterscotch. This milkshake has vitamins A, C, and E. It also has fish collagen and birds nest. The uniqueness of this product is the price is below RM50. In the modern era, it really difficult to find the best quality products at a low price and this product targeted teenagers and students because the price is really affordable.

The way that has been used by Aurelia beauty is by promoting their product on social media. Such as Facebook and Instagram. Nowadays everyone is using social media as their shopping platform. They also rent a few billboards around Johor Bahru to promote their product. Now Madam Amira still works as a co-founder and leader to guide their leaders and agents. Below Madam Amira, she has 30 leaders and 500 agents.

There is a problem that Madam Amira had to go through, first their agents take the stock and did not sell it properly. Next, they did not promote the product and did not make a sale and ask for a refund. They also meet someone who works halfway and quit. That was a problem that they go through every month. Third is when the agents have a problem with customers and gave a hard time to the company. Usually, if there are problems with the product or customer, Madam Amira will take care of herself. She will slow talk and hear the problem and try to find the main problem, if it needs apologies she will apologize, if need a refund she will do so. So the customer will be satisfied. If the problem is small she asks her agents or leaders to settle the problem themselves.

We ask Madam Amira, did mco give a big impact on her company? Then she said yes, mco give a big impact. But not an impact on negative sides but in a positive side. Their sales increase triple since the first mco have started. The reason is many people used their social media to buy personal products and they recognize our products. Every month the founder will give the agents, leader rewards as who had the high sell and good seller of the month. Usually, the founder gave gold, branded handbags, smartphones, and television.

As for strategy for the company is they make sure that their product is legal and have the ministry of the health certificate and make a lot of testimonials and show the result on their social media. This step is used to show that their product is safe and effective. After that, many people came by themselves to be an agent and stockist. They also keep updating their official social media frequently to show that their business still runs like usual and update their new product that will release soon.



Madam Amirah said that before this she has created her own business but failed and bankruptcy. She loses her modal RM30 thousand. Because the product that she creates is viral. But viral items usually only attracted people by the time it's viral. After that people will find the new items that were hot at that time. But she said, this is not the end but it was the started point of her journey as a businesswoman. She also adds that a businesswoman/businessman must have etiquette such as honesty and trust. Because businessmen/women usually have to handle money. If they lied about the price of the product and markup the price as their wish, customers will buy only for that time. Because they know that there is much more product with low price and with good quality. But if the agent does that, if the company knows and there was a customer report, the agent will take action by the law. Agents and staff have signed their agreement before start working and must follow the rules.

Madam Amira said that if one day they have enough money and modals, the founder one to open a big factory to make our product and one to be known by all people in Malaysia. And of course, want to open another branch. And lastly, she gave a little advice for young youth that one to join or be businessman/women, they must not afraid to try and they must have consistency in what they do. They also must know how to divide their time between personal life and work life. Madam Amirah said she likes to use the quotes 'no pain, no gain'.



ANALYSIS SWOT

STRENGTHS

Aurelia Beauty is a cosmetics company that offers a variety of benefits. Because all the products are natural and made by the customer, they will get exactly what they want and will be allowed to choose and know exactly what is in the product they are using. We have set up several categories with various ingredients. We also have a staff that is educated about each of our products and can assist customers with any questions or concerns they may have. Similarly, our store is one-of-a-kind. Aurelia beauty is a great believer in employing products that are gentle on the skin. We are one of the few skincare companies that predominantly manufactures products from fruits, vegetables, and minerals. ✓

WEAKNESSES

Our firm, Aurelia Beauty, has a lot of promise, but there are a few problems that could compromise our brand's growth. Skincare is a big and diverse industry. There are so many brands and products available right now that you can find anything. ✓ Because that is what the market wants to hear, many hair and beauty companies, including ours, already claim to incorporate natural ingredients in their profitable products. Because the public tends to trust larger firms, it would be difficult to promote our goods. We would be competing against well-known companies. Customers prefer toward known brands, and new brands that appear to offer similar benefits are rarely picked. Competing with well-known brands would be tough. Also, when it comes to the Do-It-Yourself service, we provide, there are a few disadvantages. What is to stop buyers from purchasing the materials themselves and manufacturing their own goods at home? They would not want to pay to do it in our shop when they could do it in their own kitchens for free. People nowadays are lazy and do not like to get their hands dirty. The most successful goods are those that are quick and simple to use for the general public. We must also consider the personnel we will need to hire. We would require individuals that are qualified to work with natural items because we work with them. This necessitates a thorough understanding of substances, products, and reactions. Because this would be a tough work, the minimum salary would not be sufficient to compensate our staff, and we would be unable to hire just anyone. Before using any new items on their face, hair, or skin,

everyone is hesitant. We would be continuously at risk of being sued by customers who had negative reactions to our product. Customers would not be able to redo their work, and there would be no tolerance for error while creating their own product. We would not be able to waste anything since we'd have to buy fresh product, thus we wouldn't be able to do so. This would raise the cost of our expenses, diminishing our profit. We must also consider the cost of purchasing pure minerals.

OPPORTUNITIES

Aurelia Beauty has a lot of potential for expansion. One of them is having an online store. Every consumer will be able to shop from the convenience of their own home. It would be even better if Aurelia Beauty had its own app. Customers will be able to browse and shop for our products right from their phones. Another amazing opportunity is to have good advertising, such as television commercials and banner advertisements. People who are unaware of Aurelia beauty will become aware of it and possibly interested in it. Customers appreciate big discounts, so having them every now and then is a fantastic opportunity.

THREATS

The primary concern of any organisation is always its threats. Our competitors, such as Ainaa Skincare and Lunaskins, are some of the most well-known brands in the natural beauty product sector and pose the greatest threat to Aurelia beauty. The economy is also a threat to our company. We have no control over this, and it may have a detrimental influence on our business. People will find it difficult to justify spending money on our gorgeous natural makeup if the economy goes too terrible. A scarcity of resources may also be an issue. If we run out of the component that keeps our natural skincare product going, we can no longer stand for what we believe in. We'd have to resort to racial profiling otherwise. In order to keep the resources in our hands, we need to raise the price of our skincare product, which is detrimental for our business in either situation.

FINDING

Financial management problem

Good financial management is very important for every organization. This is because for a thriving business, the challenge of consolidating and planning finances well is very important as the irreversibility of capital can be the biggest factor in continuing the business. This is what this business is facing in financial management. The use of finance should be a fundamental component in corporate planning and evaluating new prospects. This is because the main problem faced is the problem of not returning capital. To maximize the flow of capital production, each element of working capital must be well organized. As companies grow, stock control and supplier management become increasingly important. Stocks that are distributed to employees but they are unable to sell the goods distributed cause the capital issued for the stock to be dead capital and not turn around or in other words cannot be recovered. This also affects stock holdings which face problems in stock calculation and stock clearance.

Challenges of competition

In this era of globalization, there is no denying that competition with each other in business is a dominant problem that is often faced by entrepreneurs out there. Similarly with this company, the second problem faced by this business is the challenge of competition. Now many emerging businesses such as ‘mushrooms grow after rain’ have resulted in the emergence of relatively fierce competition in the cosmetics business. Competition occurs where there is strong competition from other businesses that often produce the same product as the company’s product causing such intense competition to occur. Healthy competition is very important in running a business therefore, this business takes the best way in solving this problem by thinking of the best way out such as emphasizing on taste and giving a rather special variation of the product produced and also the uniqueness of the product produced different from the product generated by other competition in the business. Through creative ideas also helps these companies to face this competition problem by creating social sites to introduce their products to the public and the eyes of the world.

Employee compliance

As the market and technology change, the rules and laws also change. The problem faced by this business is in terms of monitoring and regulations that are not followed by a handful of subordinate employees. This causes problems with product sales. Employees do not comply with the rules set by selling products taken at the price set by HQ. Some of them sell at a relatively expensive price and some do not adhere to the set price scheme by selling at their own price. This, in turn, causes the entrepreneur to incur losses where the capital spent for the product is not reversible. Therefore, the matter is taken quite strict legal action by the company against the employees who violate this prescribed rule so that other employees do not repeat the same offense in the future ✓ which contributes a considerable loss to the company.

Maintain a reputation

The next problem faced by this entrepreneur is to maintain his business reputation to remain steadfast in the field of business. Diverse customer harassment can result in a compromised position. This is because nowadays customers can express their displeasure more openly and loudly than before. Therefore, these companies need to monitor and maintain their online reputation. While this is an important task, companies have their own way of dealing with this problem. They are very good at dealing with customer problems so they will discuss them first and solve these problems thoroughly ✓ to give satisfaction to their customers.

The attitude of subordinate workers

The careless attitude of some employees who slow down the process of selling goods is one of the problems faced. This happens because subordinate workers often take this matter lightly and they are not sensitive to the environment where they slow down the sales process where they do not make promotions and also do not introduce this product to the public causing difficulties in running out of stock. Therefore, this poses a bit of a problem for stockholders to spend their stock. ✓

DISCUSSION

Financial management problem

The way to overcome this financial management problem is to **build a strategic management plan** for business finances. For example, an unprofitable return on capital can cause a business to go bankrupt if the sale of stock does not show high profit activity. This often happens for some reasons such as the way the product is sold that does not attract customers to buy or the business has sold products that are already heavily sold by other businesses thus making the business lose money and the business stock leaves a large amount in the business. This can be overcome with wise business planning that is able to make the business is in profit. Profit in a business is very important to save the business performance in the product sales chart as well as to raise the name of the business everywhere more smoothly. Therefore, good planning in the sale of business products is very important to help form an orderly financial management.

In addition, the **capital issued must also be in accordance with the quantity of products to be sold and not exceed the profit target of the business** to be achieved. This matter needs to be taken into consideration because, some businesses that just want to start often issue capital in large quantities to get a quick profit. This is very bad in business as it will cause the business to lose at an immediate rate and cause bankruptcy. This can be improved if a business takes into account all the costs available for the sale of the product before placing the total capital of their business. This is to prevent the business from incurring losses before the product is sold and to be able to save the amount of money removed from wastage and losses.

Challenges of competition

Competition between businesses will certainly exist to show the performance of the business whether it is running well or not. This can also raise the entrepreneurial spirit of the entrepreneurs out there in **doing business in a healthy way**. Competition between businesses always occurs when the **products sold have the same function** that can make consumers have to choose between two or more of the products sold to be used as options. This is very common in entrepreneurial buying and selling norms as it can show the best choice of business products among consumers.

The selection of business products will also be related to the **branding of business goods**. For example, phone brands like Apple and Samsung. As is well known, these two brands have always been the choice of the people in the purchase of phones. This is because, these two brands provide quality products that are able to convince the consumers when using their products. Both of these products are always releasing the latest products with unique ideas that can attract people to buy them as well. The way they market their products is also at the best level where they are able to show their products just as well as those sold in the market. Things like this are very important in business competition where unique branding can make our business look different in the eyes of the public. Branding with a name that is simple and easy to remember makes customers never feel hesitant with the service provided and always earns ~~the~~ trust of consumers out there.

Employee compliance

In business, subordinate employees are people who are always given responsibility in managing the stock of business products. This is because, the owner of a large business or those who are starting a business needs employee under them to run the business smoothly. However, **the selection of employees in the business** is very important in making the business successful. This is because, in a business there will be some irresponsible employees who will try to sell products in a way that is contrary to the given business scheme. For example, there are a number of complaints from customers who buy business products who have stated that the marketed selling price is not the same as the purchase price made. This problem often occurs because there are employees who want more profit in their own way and use business products to make huge profits for themselves. This should be avoided to save business performance while maintaining the name of entrepreneurial institutions that have long existed in the ~~business~~ industry.

In addition, to get good employees, a **business needs to provide something for their employees** that can guarantee them not to do something that is out of control. For example, when a business has thrived in the sale of their products, the business owner should **give bonuses or rewards** to those who have helped in the success of the business. The people who have helped the business to thrive are definitely the employees who have worked hard to ensure that the products sold can be marketed and sold well. This matter ~~also~~ needs to be taken into consideration because, there are

also employees who turn away from the business due to the business services provided to their dissatisfaction which causes them to use dirty roads to get their own profit. This should not be the case because every business needs to take care of their employees as they want the services of employees in the success of the business.

Maintain a reputation

Good business can be seen through its reputation. Business reputation has always been a key aspect for customers to make choices in purchasing products. This is because, through the reputation the customers can know that the business provides good service or not. The problem of maintaining a good reputation in a business will be related to **the response of customers** who have purchased a business product. In this case, the management in the business should **always be alert with the reviews given by the customers** by ensuring that the customers are satisfied with the services provided and do not give bad reviews on the business. If there are customers who are dissatisfied with the service provided, the business needs to ensure that the customer gets his return on the product that has been purchased or provide something that can make the customer feel at ease. This is very important because, in order to maintain a good business reputation, we need to constantly monitor the actions of customers who have purchased products to ensure that the business has run the business well.

A business also needs to ensure that there are no **malicious customers who want to tarnish the good name of the business**. This often happens when there are some people who are jealous of the progress of the business being run always getting positive comments and they want to tarnish the image of the business by giving negative comments. This will cause other customers to begin to hesitate to buy business products as well as bring down the reputation of the business. In this situation, **businesses should take legal action** against those who have done dirty work to tarnish the image of the business and impose fines on them to show the consequences that will happen if they still try to tarnish the reputation of the business. This often happens in the review of services provided and causes a business to be in trouble to solve it. Therefore, businesses need to keep their business in a safe state even if legal action has to be used.

The attitude of subordinate workers

To overcome this problem, **firmness by the business owner must be there in ensuring the business runs smoothly.** This is because, without determination in work can cause these subordinate employees to be complacent and take lightly regarding this business. This will result in the product buying and selling process slowing down and causing losses to the business. The firmness shown is not through physical or verbal violence, but in terms of the responsibilities borne as a leader to the employees themselves by ensuring that these employees perform their duties as directed. This way, employees will be afraid of not doing the job and doing their job well.

Furthermore, as business owners, they also **need to constantly monitor the movements of their employees** throughout working under the business and see their performance from time to time. If it is found that there are employees who are lazy to work, the business owner should take action against the employee for ethical offenses while working and deduct their salary in return for those who take it easy in the given job. Not only that, for employees who perform well, business owners should also be rewarded for appreciating their hard work and ensuring that they always maintain good performance. This way it can show employees who are lazy to work that they will be treated as they give their services to the organization and will make them aware of the mistakes they make.



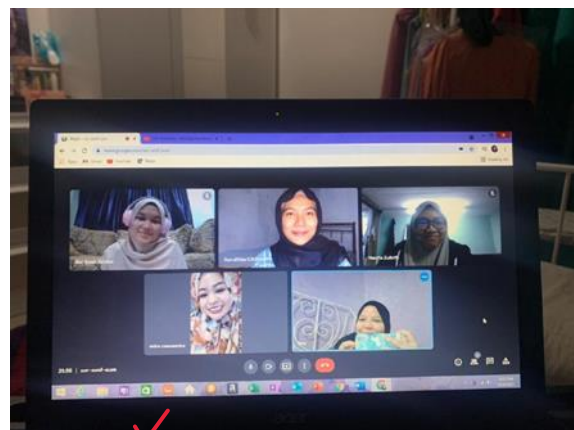
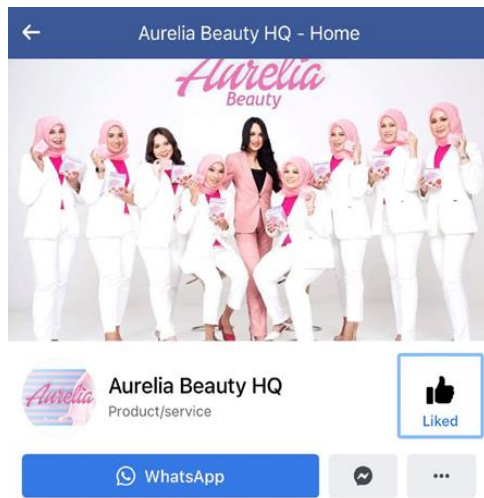
CONCLUSION


In conclusion, in this business activity we need to start it with a smart planning plan that is able to bring the business run towards progress. This is so because, if we do not have a good business plan in running the organization, the business we run will experience difficult times and days with the existing problems. This can not only happen to small businesses even large businesses can also happen unforeseen things where the planning made is not used wisely. Furthermore, nowadays, online businesses are becoming more and more involved in this industry and making the competition in business more intense. With smart planning, we can do business well whether online or face to face. Therefore, good planning is very important in running a smooth and successful organization. ✓

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APPENDICES



 <p>UNIVERSITI TEKNOLOGI MARA</p>	<p>FACULTY OF BUSINESS AND MANAGEMENT ASSIGNMENT/ PROJECT DECLARATION FORM</p>
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Student's Name : NUR IZZAH BINTI SA'DON

Student's ID : 2020959503 Student's I/C No. : 000221011062

Program Code : HM245 Part : 3 Course Code : ENT 530

Course Name : Principle of Entrepreneurship

Assignment/ Project No. : 1	Due Date : 25 July 2021	Submission Date : 24 July 2021
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Assignment/
Project Title : CASE STUDY: COMPANY ANALYSIS

Lecturer's Name : Dr Nor Zawani Binti Mamat @ Ibrahim

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