



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY

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Table of content

| Bil | Title | Page |
|------------|------------------------|-------------|
| 1 | Anknowledgement | 2 |
| 2 | Introduction | 5 |
| 3 | Company information | 6-7 |
| 4 | Company analysis | 8 |
| 5 | Finding and discussion | 9-10 |
| 6 | Conclusion | 11 |
| 7 | Reference | 12 |



Executive summary

Kayra health and beauty, commonly known as Kayra Glow, is an online store that sells high-quality health and beauty items at a reasonable price. They offer Cash on Delivery (COD) and courier delivery as well as other services. Nur Amirah Bt Maulat developed this Kayra health & beauty in 2018. Originally, she started this firm to gain new business experience. However, Kayra health and beauty already has a large number of resellers in Malaysia, including Sabah and Sarawak. Kayra health & beauty sells supplement, serum oil, and lipmatte, among other things.

Kayra health and beauty promotes their products mostly through social media platforms such as Instagram and Facebook. The approach is to target a student and a housewife who understand how to utilise social media to advertise more about this product. Since most of the resellers are students, using this platform will make it easier for them to promote the items and attract more clients.

Furthermore, every company will face various challenges and issues. Kayra Health and Beauty had a lot of issues in order to keep their current consumers, as well as some difficulties in attracting new customers throughout the epidemic. For example, major competitors sell the same things at a lower price and with better promotions. In order to compete with other businesses in Malaysia, Kayra Health and Beauty must enhance their operations. They must also devise a new plan to increase their financial and selling performance.

1.0 INTRODUCTION

Background

Principles of Entrepreneurship (ENT530) is one of the elective subjects that UiTM students pursuing a Bachelor's degree must take. This course will teach students how to comprehend customer insight, market demands, and business prospects through entrepreneurial skills and expertise. This involves creating ideas, networking skills, developing and implementing a business plan.

This course requires students to interview any business owner in order to gather information and identify an issue that the business owner has encountered. The students are then expected to propose the best answers to the difficulties that arise. Aside from that, this course will teach students how to better handle and operate a firm. This research also has many advantages for students because it teaches people how to brainstorm and think outside the box in order to solve difficulties in the future.

In this project, I'll do an online interview with some of my old friends who run a small business selling health and care services. Her business was called K-Glow, and I learned a lot about his company and the problems he's had since the beginning.

2.0 COMPANY INFORMATION (Kayra Health Beauty)

| | |
|--------------------------|---|
| Name of Company | Kayra Health and Beauty Sdn. Bhd |
| Company Registration No. | 201801002178 |
| Business Address | NO. 16, Jalan 19, 1, Persiaran Rimba Permai, MASRECA 19, 63000 Cyberjaya, Selangor |
| Website | https://www.kayrahealthandbeauty.com/ |
| Email | kayrahealthandbeauty@gmail.com |
| Telephone Number | 011-3646 7414 |
| Form of Business | Partnership |
| Main Activity | Health and Beauty |
| Date of Registration | 16 January 2018 |
| Age Of Company (Year) | 3 |
| Registration Number | 1264191-K |

Kayra Health and Beauty sdn. bhd is the name of company that we choose. The reason we choose this company because the product gives a positive result to the customer. Because the owner always want to make sure that their customer can buy the product with full of confident and have zero doubt related to all the Kayra Health and Beauty product. The customers just need to look from the logo only and very confidently to choose and buy Kayra Health and Beauty product as their skin helper which is can help to balance acne prone skin, exceptionally soothing to dry or irritated skin and also can help improve moisture retention.

The company slogan is "Stay pretty, be confident". This slogan means that pretty just not for woman, but men also can use it because we know that we have different skin problem.

2.1 Products/Services

First of all, the business that we choose is Kayra Health and Beauty which is their product and services is health care, skincare, and makeup. From the testimony, all their products can help peoples who have a skin problem turn into perfect and healthy skin. It also gives a feeling of confidence to the customer to choose their product because the feedback from the other customer shows the positive result. The owner also has done many surveys year by year to give testimony to people who have skin problems to try their product. And, most of their testimonials give unexpected positive result from using their product.

Kayra Health and Beauty has run the business since January 2018 and it almost three years that the owner has managed the company. Everything goes well as the owner has planned before the open of the business. Kayra Health and Beauty have their own loyal customer and the owner still in finding their new customer and new users to expand the market over the world.

Kayra Health and Beauty's main product function is a Sacha Inchi to apply to the face. It is functioning in removing dead skins, removes whiteheads and blackheads, brightening skin, help to balance acne-prone skin, exceptionally soothing to dry or irritated skin, and also can help improve moisture retention. Kayra Health and Beauty product's ingredients are mostly organic and very safe to use for many types of skin.

SWOT ANALYSIS

| | |
|---|---|
| STRENGTH <ul style="list-style-type: none">• Can deliver the kayra glow to customer doorstep.• Not all customers are willing to leave their house for vitamin or skincare, so they just stay at home , make purchase and reseller form kayra glow will deliver it to their house. | WEAKNESS <ul style="list-style-type: none">• All resellers are mostly full time student so not all of them can commit 100% to to their job.• Some of them can fully commit to selling kayra glow during semester break only. |
| OPPORTUNITY <ul style="list-style-type: none">• Kayra glow have opportunities to grow bigger because use social media is their main platform.• The target audience is mostly youngest, so using social media is a good way in order to promote their products and gain more trust from their potential customers. | THREATS <ul style="list-style-type: none">• Kayra glow competitors mostly sell the same product at lower prices.• Kayra is focus on improving their name and focus on their sales service.• For example, ask feedback and comments for improvement from their customers. |

4.0 Findings And Discussion

The cosmetics industry has been expanding and growing in both developed and developing countries around the world. This is because the cosmetics industry's continuous growth and evolution provides a good opportunity for those who are interested in the industry to promote their cosmetics products. Market analysis is one of the important factors of marketing. It is a study designed to define a company's markets, forecasts their directions and how to expand the company's to be known. Things that include in market analysis are for example, target market, market size, competition, market share, sale forecasts and market strategy.

For the Kayra Health and Beauty, their target customer is universal. There is no specification for the customer because services open for everyone. The common items that always customer looking for from which is their product and services is health care, skincare, and makeup. In their business they not only focus at Selangor area. To improves their market target segments and to make the consumers know about the product and services they spread the information on social media such as Instagram, Facebook and official website so the customer can contact through it to get the more information.

In order the marketing can fulfill the needs and wants of customers as well we can gain profits, Kayra Health and Beauty have taken steps to identify and focus towards the selected groups of customers. Target market is defined as the group of customers with needs and wants that can be satisfied by business through supply goods and services. With the clearly defines customers it is easier for they to plan on the marketing strategy on how to market the products and services.

After planning and strategic discussion, To maintain a good relationship with the customers and retain their loyalty, they have to always care about customers safety, provide a nice-friendly environment and consider about their comfortable. Kayra Health and Beauty also offer a customer loyalty program to ensure that the customer will return to visited their again. The loyalty program includes membership benefits, coupon redemption, and monthly promotions for new and regular customers. companies tend to produce a lot of hype between targeted markets.

Loyalty programmes aimed at pleasing repeat customers and providing incentives to ensure their loyalty. Regular customers should be given special discounts, which will not only make their experience memorable, but will also influence them to tell their friends and family about it. This can improve the image of the company and be able to attract more customers and indirectly give a sustainability effect to the company to continue to survive in business.

CONCLUSION

As a conclusion, this assignment are very helpful for student to improve their knowledge about entrepreneurship. It is because Entrepreneurship education provides knowledge and skill for student to come up with business idea and develop their own venture. This course also help students to learn more about business management such as how to improve sales, provides tips for marketing and how to improve communication skills.

Based on my findings, I have learned that any business owner must have a creative thinking skills in order to make sure their business run smoothly. It is because there have a lot of problems that business owner will face such as lack of capital, competition from other company and customer behaviour. So, if we want to have our own business, we must ready to handle this problems in a good ways with good solution. ✓

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