



## CASE STUDY: COMPANY ANALYSIS

### MIKAE NATURAL ENTERPRISE ✓

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY & PROGRAMME:** FACULTY OF TOURISM AND HOTEL  
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Thank you.

IZZAH DANIA BINTI JASRIE

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## EXECUTIVE SUMMARY

A case study is a technique of analysis as well as a specific research strategy for evaluating an issue. Analyzing a case study challenges students to put their knowledge and thinking abilities to the test in a real-life setting. The goal of Principles Of Entrepreneurship (ENT530) course is to instil a fundamental understanding of entrepreneurship from the perspective of a single entrepreneur.

Mikae Natural Enterprise is know as a personal health care company that focuses on producing essential oil for babies and later they improve their target market to family. There are many products that they have produce and the most popular product is AO Waleet. With six years of experience in this essential oil industry, Mikae Natural has segmented the product itself through the utilization of natural ingredients produced from plants, fruits, herbs, and flowers that provide a variety of nutrients in health care and implement their mission to produce traditional products for the best infant care in the world.

In this report,our group it will analyze the case study of Mikae Natural Enterprise. This study will consist of the detail overview of the Mikae Natural Enterprise in context of the company's background, Organizational Structure, product, business strategies, and financial achievement. Besides, this studies also will discuss about the company's SWOT Analysis of this company. It provide analysis about the strength, weaknesses, or threats face by the company and what are the opportunities identified for the company. Furthermore, we also will describe the major business problems face by Mikae Natural and identify its main cause as well as each possible solution is briefly described.

## 1.0 INTRODUCTION

### 1.1 Background Of The Study

All UiTM students pursuing a Bachelor's degree must take Principles of Entrepreneurship (ENT530), one of the optional subjects. For the purposes of this study, entrepreneurship education refers to an organised programme that teaches students how to comprehend consumers' perspectives, market demands, and discover business possibilities through entrepreneurship knowledge and skills. Networking skills, idea generation, designing and implementing a business strategy, running a firm, and analysing the internal and external business environment are all covered.

This course is intended for students who want to establish their own business, buy an existing one, or work in start-ups or corporate venture firms. The foundations of the entrepreneurial process, such as value creation, opportunity recognition, innovation, and mobilising people and resources, are integrated in this course, which focuses on "learning by doing." ✓

### 1.2 Purpose Of The Study

Students will perform case studies on any business or corporation in this course. Students are expected to do research about any micro business or corporation in order to learn about the problems that the business or organisation is facing. As a result, students will analyse the problem and devise solution to address it. Students will be exposed to how a firm or corporation runs and operates their business by completing this case study. In this case, our conducting case study of Mikae Natural, which is a business that provides essential oil for babies. We will also describe Mikae Natural's major business problems and identify their underlying problems, as well as outline each possible solution. ✓

## 2.0 COMPANY INFORMATION

### 2.1 Background

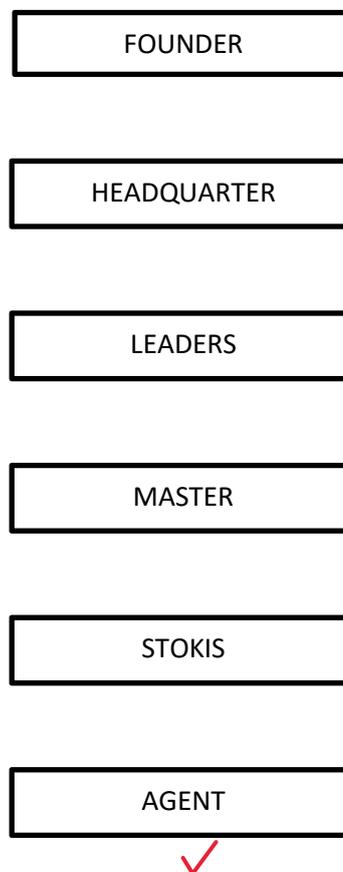
Mikae Natural Enterprise (TR0195636-P), is one of the Malaysian company that produce an essential oil, typically for baby. Established since 2016, this company are located at Dungun, Terengganu and manage by Madam. Zairul Akmal. Before this, Mikae Natural Enterprise are known as Mikae Health and Beauty in early of 2015. The founder, Madam Zairul or more affectionately called as Madam Z invented the first product, Askma Oil, which focuses on curing whooping cough, colds, and coughs utilizing natural resources and swiftlet nest nutrients. Under the company Mikae Health and Beauty, Askma Oil received hundreds of "positive feedback" from consumers. As a result, Askma Oil re-branded as AO Waleet (Aromatherapy Oil) and Mikae Health and Beauty re-branded as Mikae Natural in 2016. The type of business that Mikae Natural use is sole proprietorship. It is more of a single business where the business is wholly owned by one owner. Meanwhile, Enterprise businesses do not have to pay taxes. The income earned will be levied on the owner's personal tax. Business profits will be calculated as individual income. Therefore the tax rate is based on the individual tax rate.

The establishment of Mikae Natural are inspired by the founder's son who was diagnose and classified as 7 Nerves Bell Palsy by an ENT specialist during the month of Ramadan in the year 2015. This health condition bacterial infection on the facial nerve from phlegm and cold for a long time, germs from the phlegm cause the eardrum of Madam Zairul's child begin to leak. After a few months, Madam. Zairul's son was completely healthy. Therefore, Madam. Zairul and her husband come out with the product that formulated by the traditional healer and advices from the medical so that it can be a substitute or methods of solution that do not rely on medicines and may be done organically. In addition, this product is external use only to avoid any side effects from consume it like a supplement. After almost 4 more years of being established, With the tagline "Proven, Safe, Reliable ", Mikae Natural can produce products other than AO Waleet, namely Aowra, Baby Cream, Sakura Oil and Muraya Oil.

## 2.2 Organizational Structure

An organisational structure specifies how activities like allocation of tasks, coordination, and supervision are oriented toward achieving organisational goals. Organizational structure has an impact on organisational action and serves as the framework for standard operating procedures and routines. ✓

Mikae Natural Enterprise is a local business that producing an aromatherapy oil for baby. The founder, Madam Zairul Akmal, has establish this company since 2016. Thus, the company's organizational structure is attached to the way this company is operated. Mikae Natural is a business that does not have a business structure. This means that the business are more towards to sole proprietorship, which is they run a E-commerce business. Therefore, the company's networking in this organization is excessive. The following diagrams show the organizational structure of Mikae Natural.



### 2.3 Product/ Services

A product is refer as any substance or service that is made accessible for consumer usage or it is anything that may be provided to a market to meet a customer's demand and need. an item that is for sale. A product might be a service or a physical item. In this company, they provided a various of essential oil product.

Essential oil refer as the fragrant liquid extracted from specific plants using steam or pressure. The natural compounds that give the plant its "essence" are included in essential oils (specific odour and flavor). Essential oils are used in perfumes, food flavorings, medicine, and aromatherapy.

Mikae Natural produce a various of aromatherapy oil and cream product especially for babies. After a certain time, they expand their target market, not just for infant care but also for adult. The following part is their product that Mikae Natural have produce.

## 1) AO Waleet

Mikae Natural's most well-known product is AO Waleet (Aromatherapy Oil), also known as AOW. The only swiftlet nest-based product that can treat coughs, colds, shortness of breath, bloating, constipation, and headaches is AOW. Surprisingly, this AOW is suitable for all age groups, from babies to the elderly, based on the testimonials obtained. Furthermore, the components in AOW are all natural and quite nutritious, including swiftlet's nest extract, arabic gum, thyme, lavender, peppermint, and eucalyptus.



## 2) Aowra Baby Cream

Aowra Baby Cream is a new product introduced after 4 years of Mikae Natural business. Aowra is a product designed specifically for babies and toddlers with skin issues. This is due to the fact that Aowra cream is effective for treating itchy skin, rashes, eczema, dry skin, psoriasis, fungi infection, and measles skin. Wormwood leaves, olive oil, turmeric extract, virgin coconut oil, and aloe vera are among the natural components in this bottle which help stabilize children's skin gently.



### 3) Sakura Oil

Mikae's most recent product is Sakura Oil. Sakura Oil is primarily used for replacement of talcum powder, fragrances, and deodorant. Besides, it also can be use as hair oil, baby oil, as well as helps with moisturising, and softening the skin. A blend of sakura oil, sunflower oil, jojoba oil, and e argan oil, of course, this product does not content paraben or synthetic fragrances.



### 4) Black Muraya Oil

Finally, the product that they have produce is Black Muraya Oil. This product is safe to use by pregnant and breastfeeding women, as well as adults and the elderly. This medication has the benefit of relieving muscular tension, low back pain, knee discomfort, heel pain, cramps, and colds. Black turmeric oil, mint leaves, olive oil, bidara leaves, and raspberries are among the ingredients. Most significantly, because this product is a roll-on, it is very easy to keep applying it to the sore spot.



## 2.4 Business, Marketing and Operational Strategy

In this part, it will describe about the Mikae Natural's business plan, marketing mix and operational strategy.

### 2.4.1. Business Strategy

A business strategy is a consist of competitive movements and tactics that a company use to attract consumers, remain competitive, improve performance, and accomplish organization's goals. Mikae Natural has implemented a few business strategies to ensure that their businesses runs efficiently.

#### **Target Market**

Mikae's target customers are for babies. However, when the product began to gain a place in the hearts of parents, later they expand their target market for all people including young children, teens, and adults as well as the elderly. This is because the consumer are aware their essential oil effectiveness towards their child and many of the testimonies are accurate. The trust of the company's are in great demand among their clients. So, in order to achieve a greater level of sales, this company will discover the most probable consumers who are in demand and fit with their business. ✓

#### **Branding and Online Presence**

Mikae Natural also had their own "Brand," which was inspired by the company's founder. It demonstrates that this company had their unique image and trademark that other companies did not have. For example, the essential oil that they have produce only contain a natural ingredients derived from plants, bird nest, oil and etc. This company also disclosed their brand using an internet application, so that customers are aware of their presence.

#### **Privacy Policy**

In this business, they also made sure to present their business policies in order to protect their business operations as well as the customers'. Mikae Natural collects the information required for the registration procedure on their website, and for delivery service according to policies such as gathered information. Customers willingly provide them with the information that they gather. ✓

### 2.4.2. Marketing Strategy

Marketing strategy is a method that allows a company to focus its limited resources on the most profitable possibilities to boost sales and gain a sustained competitive advantage. Marketing strategy is a planning process developed specifically for Mikae Natural to achieve their marketing objectives via the usage of the four P's strategies:

#### **Product**

Product is the first of the Four Ps of marketing in Mikae Natural. They employ tangible items such as essential oils obtained from natural plant extracts as a product. Regardless, all of the products are safe to use because they are just for external usage. Mikae's market strategy is important since it is crucial that they understand exactly what their product is and what makes it distinctive before they can successfully market it.

#### **Price**

Mikae began making pricing selections with a little higher price owing to the product itself, which uses natural components. The price range are started from RM40 to Rm100. Their pricing decisions will be influenced by profit margins, supply and demand, and marketing strategy.

#### **Promotion**

Mikae analyzes the many approaches for delivering important product information to consumers and distinguishing a particular product. Platform that they used are **social media** such as Facebook, Instagram, Twitter, Whatsapp, and Youtube, booklet or print media such as brochures, posters, as well as television and radio advertisements and other materials to promote themselves.

#### **Physical Evidence**

In this aspect, Mikae also using a personal approach to gain the relationship between the customer and the company. Personal relationships and approaching to targeted consumer such as always being friendly with customers, provided all information that the consumer need, and etc. The product itself has a variety of designs and applications. In order to purchase this product, all the consumer can buy the merchandise from their website or can directly to buy from the trusted agent.

### **2.4.3. Operational Strategy**

A business plan's Operational Strategies section details a company's operations. It contains strategies for ordering, storing, selling, and manufacturing. A service provider defines how its products and services are supplied and delivered.

Mikae Natural's operational strategy is important to ensuring that their manufacturing processes are efficient and operate smoothly. Mikae Natural emphasize on ensuring the quality of the product being offered to clients in order to ensure that the product being produced is clean and legal. Mikae's operational strategy are presented below.



#### **Input**

The owner of the Mikae Natural obtain stock at HQ and check all the stock to make sure the stock is in good condition.

#### **The Transformation Process**

Customers go to the website or direct message to the trusted agent to ask any inquiries for the product whether they want it or not. Next, The admins of the website or the agent will take an order from the customer ask he requirements information for the delivery. At this point, customer can make the payment using online banking or pay when the parcel is arrived.

#### **Output**

The admins or the agent will deliver the product whether using delivery post or cash on delivery (COD) that customer order to the customer addressees. Customer will make a payment at the cashier after they receive the order and lastly, the product has reached to the customer.



very good

### 3.0 COMPANY ANALYSIS

#### Products With a Close Relationship To Natural Resources

Each of their product components emphasizes efficacy, purity, HALAL, and safety. As per with their vision and mission: “Produce conventional goods for the world's greatest infant care”, the finest comes from a method of usage that is unquestionably safe, clean, and halal in terms of processing and the product has been extensively tested using a mix of science and accountability on the part of all parties involved.

#### 3.1 SWOT Analysis

SWOT analysis is a strategic planning method that is used to assist a person or organisation in identifying strengths, weaknesses, opportunities, and threats in business competition or project planning.

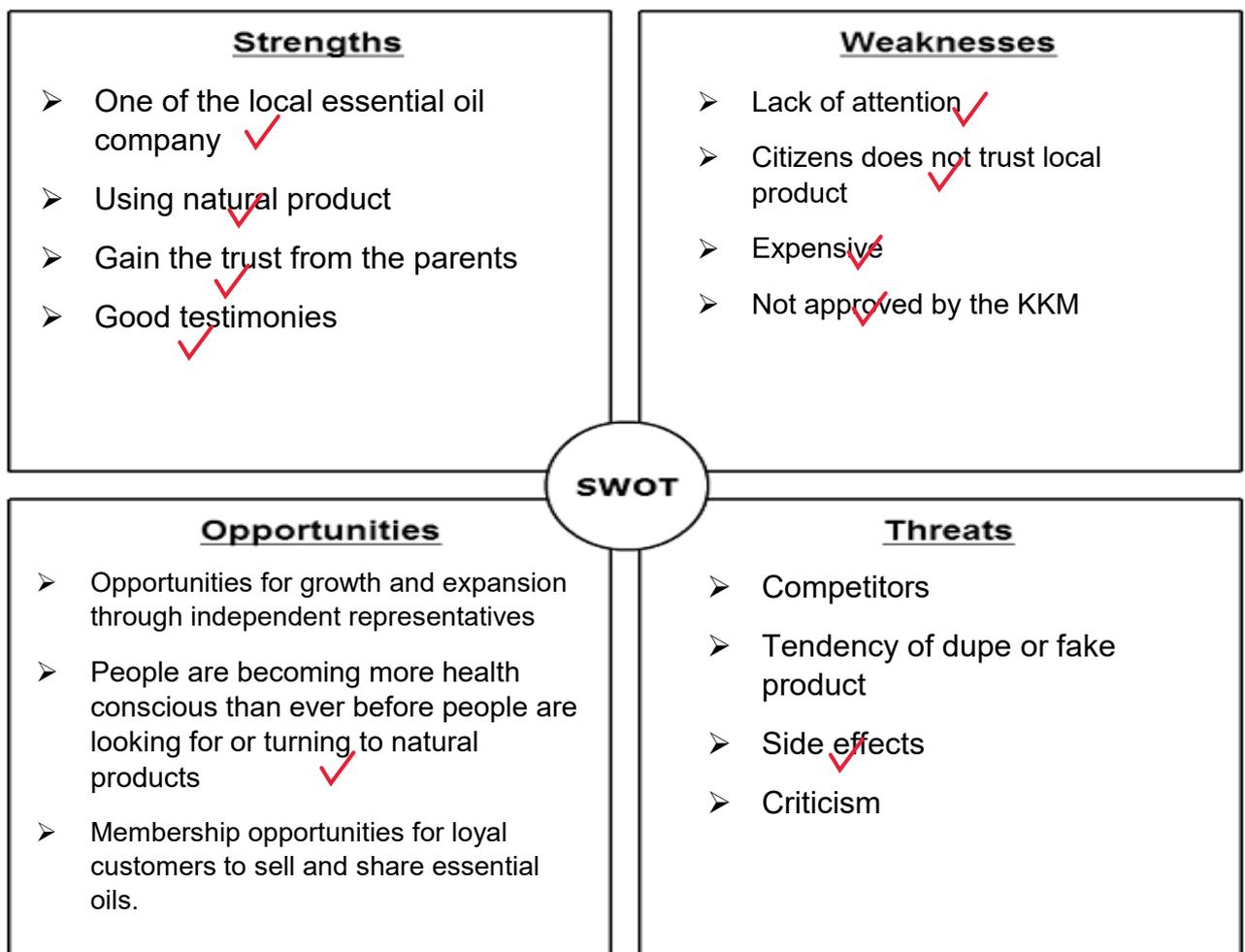


Figure 1: SWOT Analysis for Mikae Natural

## STRENGTHS

Strengths are elements in which the firm excels and which contribute to the company's long-term success. These are the foundation for the organization's continuing success and will aid in achieving the organization's purpose. In this part, Mikae is the **one of a Malaysian company that produce an essential oil**. This is because, it is rarely found a Malaysian that produce essential oil. Besides, the product itself are **using a natural product** that derived from plants, flower, and etc. The increased use of healthy ingredients and free of chemicals is more demanding in these day. Thus, this product are more likely to captivating a organic-conscious customers. This product also already **gain the trust from the customer** especially parents. This is because, this product are marketed for the babies. Therefore, this will lead to a **good testimonies**. Majority of their customer are satisfied of their product. According to the one of the consumer, ✓ she said that their product has been effective in curing her son's whooping cough.

## WEAKNESSES

Weaknesses are elements that impede an organization from attaining its full potential and fulfilling its goal. These flaws obstruct the organization's success and expansion. In this part, Mikae's first weaknesses that the company have been through is ✓ **lack of attention**. This is because, Mikae Natural is a unrecognized or not famous company. Thus, only certain or minimal people know the existence of this company and this will lead to lack of attention. Besides that, most of people **does not like a local product**, ✓ due to the anxious about the ingredients, the production, the cleanliness and etc. **Medium to Higher price range** also will be the reason of the weaknesses of this company. This is because, the cost of the oil production is higher due to the natural ingredients such as Swiftlet nest are costly. The price range of this product are from RM40 to RM 100. Lastly, the weaknesses of this company is their product are **not Kementerian Kesihatan Malaysia (KKM) approve**. All product that have been marketed not only in Malaysia but also global need to get a certified from the Administration because the product's benefits must outweigh any risks related to its intended use. ✓

## OPPORTUNITY

The environment in which the company operates is full with possibilities. By creating and implementing the required methods, a company may recognize such opportunities and reap the rewards that come with them. In this part, Mikae Natural have the opportunities to become more successful in the future like **the opportunities for growth and expansion through independent representatives**. This is because, Mikae is independent company manage by Madam Z. Besides, majority of customer are satisfied of the product that is AO Waleet. The successfulness of the AO Waleet has led to launching of new products. Next, **People are becoming more health conscious** than ever before. This is because, people nowadays are turning to natural products because the awareness of maintaining health due to the many of substitute product has been widespread. Mikae also have **membership opportunities for loyal customers** to sell and share essential oils. This opportunities will lead to more people interested with this company.

## THREATS

Threats are elements in the external environment that endanger an organization's profitability and dependability. These dangers are uncontrolled and have shown to be a threat to the organization's stability and sustainability. The first threats that Mikae have been through is **competitors**. Many companies today produce various essential oil products but have the same usage, such as Puras, iL Puro and Tanamera. Thus, those company has become a competition for Mikae. Besides, Mikae's product have the **tendency of dupe or fake product**. This is because, it can be happen due to the higher price, there are some individual will copy of their product and market it with a lower price and less quality. Furthermore, **side effects** also will be the threats because there are certain people that allergic with their product ingredient or the claim that they give for the product is not promising. Lastly, in criticism the product received a great criticism over the fact that this product can cure cough by only spread the essential oil onto the neck. This over claimed issue has drawn attention from the medical expert because cough happened with bacterial infectious, and other to cure we need to consume an antibiotik in order to kill the bacteria and then cured.

## 4.0 FINDING AND DISCUSSION

The aim of the discussion is to interpret and explain the importance of the interpret and describe the significance of what was previously known about the research subject under investigation, as well as to explain any new knowledge or insights gained while bringing the findings into consideration. In our investigation that we have been thought, we discovered five major issues in Mikae Natural.

### Major Problem faced by MIKAE Natural Enterprise

#### **1. Unrecognized Company/Product**

The problem faced by MIKAE Natural Enterprise is their company name and their products are still new in the business world and recently introduced to the general public causing consumers to still be skeptical and distrustful of their branded products they release also no reviews from buyers and other users. In addition, the AO Waleet brand product under MIKAE Natural has not received approval from the Ministry of Health Malaysia and has not been classified as a medicine, causing buyers to be more reluctant and afraid to buy this product. ✓

#### **2. Ingredients**

Next, there is a mixture of 'Camphor' ingredients produced by other brands that cause side effects such as reach concentrations that are high enough to cause poisoning and cause osteoarthritis symptoms. This causes consumers to feel afraid to use it for fear that the products manufactured ✓ by MIKAE Natural use the same ingredients as other brand products.

### **3. Pricing**

Furthermore, the price of products produced by MIKAE Natural is slightly more expensive than products from other brands causing them to have trouble making a profit. With expensive prices, their products are mostly affordable only by people with affordable and higher incomes, While low-income people have difficulty and are unable to buy and use these products. For example, the product under MIKAE Natural, which is AO Waleet, is sold in 10 bottles priced at RM250. For anyone who wants to be a dropship for this product is to restock 3 bottles of this product need to pay as much as rm50 and above. This causes the dropship to make less profit from their payments, and even incur losses.

### **4. Production**

Furthermore, the use of prospects is also quite long from MIKAE Natural causing having to wait for long prospects to run out, then only then can repeat orders from the HQ and in addition the stock is very slow to arrive from the HQ.

### **5. Target Market**

Lastly, the marketing target is more focused on parents as most parents buy for their children for products such as Sakura Oil brand and OWRA Baby Cream for baby. While, Muraya Oil for those with joint and bone pain. with marketing targets more focused on parents, then to expand sales is very difficult especially among teenagers.

## Solution: Recommendation And Improvement

### **1. Gaining Trust**

The existence of trust from consumers or customers, becomes very important, especially if it is associated with our success in marketing the products we sell. Simple, we can imagine if you are in a position as a consumer. If we do not trust the seller, of course there will be no desire to buy from the seller. But on the other hand, if we have full trust in the seller, then whatever is offered as long as it suits the needs, we will not hesitate to buy it. Look at the goods sold before gaining the trust of customers, first make sure the products we run are worthy of trust by making sure the goods sold are in accordance with the description and give the description as honest as possible. The right promotion is to start from promotion through social media, to advertising on multiple websites. But for now there is one of the easiest ways, and also appropriate in doing promotion is endorsement.

### **2. Natural Ingredients**

Next, using organic materials is better than using chemicals and safer for consumers. Among the advantages of using organic materials is that there are no side effects. Using organic products means being free from having to bear side effects such as skin burns, thinning skin, exfoliation and so on. This is because, organic products are the safest products to use. The ingredients are usually made up of natural ingredients that have no harmful side effects. Organic ingredients are also safe for sensitive skin. Sensitive skin is very difficult to get the right product. Sensitive skin is skin that usually shows allergic effects such as itching, redness and even the growth of acne as a reaction to certain ingredients. Therefore, sensitive skin is highly recommended to use organic products. In addition, the most important and important is not to damage the body system. The ingredient content of products based on natural ingredients is free from harmful chemicals. The use of harmful chemicals applied to our skin will continue to be absorbed by the skin while increasing the risk of failure of certain organs.

### **3. Affordable Pricing**

In addition, determine the right price for all levels of consumers regardless of the affluent and less affluent. The selling price is actually formed from a comparison of price and value. Price is how much money a consumer must spend. Value is how much benefit the consumer receives.

### **4. Arriving time**

Next, the headquarters must ensure that the product arrives on time and not let the product arrive late. this is because customers don't like to wait too long and they will grow to like it if the product is always there if they come to buy.

### **5. Kementerian Kesihatan Malaysia Approved**

MIKAE Natural must act quickly by obtaining approval from the Ministry of Health Malaysia so that this product is recognized and trusted by buyers. Also indicates that this product is safe to use by all walks of life.

### **6. Improve Target Market and product**

Lastly, MIKAE Natural should create products that focus not only on parents and babies, but also on young people to increase and expand sales because young people play a very important role in helping to market their favorite products. Besides, producing a new product also can attract many target market and it will lead gaining more profit and customer. For example, release new product such cosmetics can attract teenagers to buy this product.

## 4.1 Advantages and Disadvantages of the Mikae Natural

### Advantages

Trust is very important in business let alone between product dealers and customers. This is because trust will ensure that customers and merchants get their rights. Customers get the products and services they want and traders get the value of the profits they want to achieve. With that, customers will always use the products we produce and will become regular customers. They will also help promote the products they use to others.

The advantages of using organic materials are many. For example, one of MIKAE Natural's products, AO Waleet, uses organic materials such as swiftlet nests in their products. Swiftlet's nest is a type of edible bird's nest, or better known as edible bird's nest (EBN). It is an exotic and popular food since time immemorial, especially among the Chinese community in Malaysia. In Malaysia, EBN from this swiftlet has been harvested since 1878 in Gua Niah, Sarawak. EBN is obtained from various species of swiftlets and is produced through the hardened saliva of these birds. These hardened bird nests are then harvested for consumer use. It is considered a valuable exotic dish for the Chinese community due to how rarely it is available, its taste and even the perception of its nutritious nutritional value. As such, it has been used by the Chinese community in their cuisine since 400 years ago, usually in the form of bird's nest soup. The benefits of this swiftlet's nest are rich in protein, low in carbohydrates, low in fat and able to stimulate the body's immune system.

Finally, cheaper product prices can attract consumers. This is because people are more satisfied with the cheap and more affordable price compared to other brand products because it saves and allows buyers to buy in large quantities.

### Disadvantages

Trust is very important between the dealer and the buyer, but there are times when that trust is lost. We should not believe too much in the products we use. There are consumers who take advantage when the products we use or produce become famous and widely used. It is likely that other users will sabotage or use counterfeit materials to produce the same product using the same name or brand. This causes the user of the product to lose faith in the product. Some even take advantage when the price is cheap, they will buy in large quantities and resell at a higher price.

The main ingredient for example in the product produced by MIKAE Natural in Ao Waleet product is swiftlet nest. Swiftlet nests are very difficult to find because swiftlet nests are rarely found in common places. Sometimes, some have to get in another country or elsewhere. Because materials such as swiftlet nests are hard to find, the price of swiftlet nests is very expensive. It reaches as much as RM 4,000 - RM 5,000.

## 5.0 CONCLUSION

In conclusion, In this study, we have discussed a Mikae Natural company analysis consist of background of the company, business, marketing and operation strategy, SWOT analysis, as well as finding the major problem and the solution to overcome the problem.

Aromatherapy can be used as part of preventive medicine as long as it does not harm to our body. Mikae Natural began to gain a place in the hearts of parents. Mikae Natural has distinguished itself and become synonymous with the use of natural substances derived from plants, fruits, herbs, and flowers that contain a variety of nutrients in the product. Despite the very few disadvantages and problems that Mikae Natural have faced, Mikae have proven to measure up the new and innovative features it has to offer.

This project is highly beneficial for students who want to increase their understanding about entrepreneurship. It also can help students to sharpen their critical thinking skills to find any solution to problem that have been identified. Also, the completing of this study give us pleasure.

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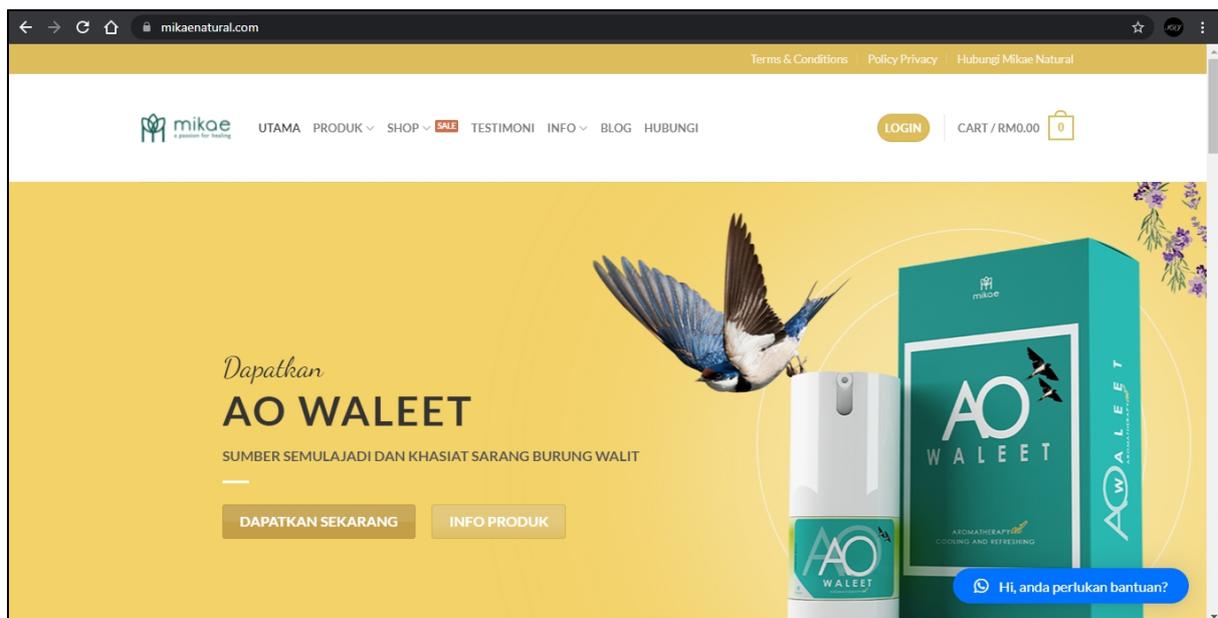
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## 7.0 Appendices

### 1. Madam Zairul Akmal and her son



### 2. Mikae Natural Website



### 3. Customer Testimonies



### 4. AO Waleet Facebook Page



## 5. Turnitin Report

ENT530 Mikae Natural case study			
ORIGINALITY REPORT			
15%	4%	1%	15%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
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