

**UNIVERSITI TEKNOLOGI MARA**

**BUSINESS PLAN ON  
BEAUTY CONFINEMENT CARE**

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Dissertation Submitted in Partial Fulfilment  
of the Requirements for the Degree of  
**Master of Applied Entrepreneurship**

**FACULTY OF BUSINESS MANAGEMENT**

MASTER OF APPLIED ENTREPRENEURSHIP (BM721)

TEMPLATE ENT 710

CANDIDATE'S DECLARATION



I declare that the work in this business plan was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and is the result of my own work, unless otherwise indicated or acknowledge as referred work. This topic has not been submitted to any other academic institution or not academic for any degree of qualification. In the event that my business plan is found to violate the conditions mention above, I voluntarily waive the right of conferment of my Master's Degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA (UiTM).

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Date : 21 DECEMBER 2019

## ABSTRACT

After birth confinement period is a phase where the women will experience changes in their physical and emotional and transitioning to a new role as a mother. It started as soon as the baby being delivered and last up to 6 weeks where the mother's body will return to its non-pregnant state. During this period, postpartum women may experience few problems such as tiredness, gaining weight, constipation, haemorrhoids, and soreness of breasts as minor problems; to serious problems such as wound infections, pain, haemorrhage, psychosis and postpartum depression (PND). The essential features in the Malay postpartum care include the use of herbs, heat, and Malay postnatal massage (Akmal, 2015).

This study was conducted to identify the problems in public health care services in handling pregnancy, birth and post-natal period; and to learn the services that customer needs for confinement care in Kuching, Sarawak. Data were obtained from interview questions from the customer of Surianitra Jelitia, that consist of part A, B, C, D and E on their experience with health care services and confinement care services.

Problems in health care services is the understaffing and poor information provider, while the traditional Malay confinement care services is not being widely expose to the new generation and is not properly handle by the service provider. The market potential for a Bumiputera beauty and confinement care in Kuching is still presence especially for the traditional Malay confinement care and their nutrition needs. In term of financial, it is easy to get an incentive in the form of grants, capital needs, rental subsidiary through government institution or affiliate program; and loans from bank. Overall, the study of Malay traditional confinement care and beauty services is still relevant as it is still needed by pregnant ladies and mothers after giving birth. This is important as it helps mother to recovers to their pre-pregnancy state faster.

Keywords: Confinement Care, Sarawak Malay, Beauty Spa, Mobile Spa, Nutrition, Single Mothers.

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# CHAPTER ONE

## INTRODUCTION

### 1.0 INTRODUCTION

This chapter outline the research design and methodology that was used to explore the services of healthcare and confinement care in Sarawak. For the process design, the researcher firstly needs to define the problem. Second, the objective of the study is declared as discussed in the next section. The next step is to develop the interview questions to gather all data that the researcher needs to achieve the objectives. After that, the researcher launched the interview process and gathered the results. The researcher analyses the result and determined the conclusions for this study.

### 1.1 AIM OF THE STUDY

The fundamental aim of the study is to observe the factors that contributed to the successful and sustainability of a confinement care services and learn how they experience the public health care services offered in Kuching, Sarawak based on the mother's experience during pregnancy, birth and post-natal period.

#### 1.1.1 Objective of the Study

Objectives of this study are stated in Table 1.1.

Table 1.1: *Objectives of the study*

Theme	Objective
Public health care services	1) To identify the problems in public health care services in handling pregnancy, birth and post-natal period.
Confinement care service	2) To learn the services that customer needs during confinement care period.