



اوتو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS

NAQIST HAIR BEAUTY AND SPA

3

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: Bachelor of Science (Hons.) Statistics

SEMESTER: September 2019 - January 2020

PROJECT TITLE: Case Study of Naqist Hair Beauty and Spa

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ACKNOWLEDGEMENT

In the name of ALLAH S. W. T., the Most Gracious and the Most Merciful

Alhamdulillah, our utmost gratitude to Allah SWT for His guidance and in giving us strength, courage and persistence throughout our process of completing this project and with His consent were given this opportunity in order to finish this case study.

First and foremost, we would like to express our deepest gratitude to our lecturer, Madam Yusrina Hayati Binti Nik Muhammad Naziman, for providing this invaluable guidance and helps throughout this study. We are extremely grateful for the knowledge that she has offered for us. We also would like to show our appreciation to Naqist Hair Beauty and Spa for giving us chance to interview and help us providing information for our study.

Moreover, also thanks to our beloved family for contributing and supporting us through this case study and thanks for our family who have been helping us directly or indirectly during our case study. No words can illustrate our thankfulness for every single person who have been helping us in completing this case study.

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EXECUTIVE SUMMARY

Naqist Hair Beauty and Spa is a full-service beauty salon dedicated to providing consistently high customer satisfaction by providing excellent service, quality products and a comfortable environment with a reasonable price / value relationship. The organization will also create an environment of fun and creative work that values diversity, creativity, and hard work.

To achieve the objectives, from our research about Naqist Hair Beauty and Spa, we had recognized some problems regarding the process on doing hair or spa. Then we are suggesting the innovation of the products by using 2-in-1 Comb. The innovation of products will help the hairdresser less time and energy while doing hair beauty.

1. INTRODUCTION

1.1 Background of the Study

Spa is a place that offers various type of health treatment where the treatment are includes a 'body treatment', 'hair treatment', or 'cosmetic treatment' which is known as a non-medical procedure that can helps to maintain the beauty and health of the body. Nowadays, people are becoming more aware of the importance of hydrotherapy in improving the health and getting started making Spa as one of their places to visit for having a beauty health treatment. One of the Spa that offers a beauty health care treatment in Kota Bharu is Naqist Hair Beauty and Spa.

Naqist Hair Beauty and Spa is a place of pampering and beauty which offers a beauty services such as massaging, body spa, facial treatments, hair treatments and waxing with a modern & traditional concept. This spa only offers treatments for women only, as more women are the most interested in going to the spa rather than men. This Spa is owned by Normalena Binti Othman. This company was registered under the name of Naqist Hair Beauty and Spa which is a single holding company that was set up on April 2012 under the business registration certification 1956.

Before she opens the Spa shop, she was doing home spa after the boss of the Spa that she works has sold his Spa. Getting proper experiences from working in this spa and beauty industry since she was young make her now a very skilled individual when it comes to the spa and beauty industry. Because of that, a lot of her customer love and satisfy her services and encourage her to open her own spa. Then, she decided to build up her own Spa shop because of the deeper interest in this field. With the only experience that she used to work in a saloon, but she can manage her spa shop very well.

She decides to set up her business in her house that was located in Kota Bharu, Kelantan. This location is very strategic because Kota Bharu is a main city of the Kelantan's state. Her Spa shop also located in the residential area. This will be an advantage to her to attract more people especially a people who live in her residential area to go to her spa to have a health care treatment to release stress of work because people believe that spa treatment can make the tension and stress give way to calmness and relaxation. Moreover, there was no Spa shop near the residential area. So, there was