



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

FAZERRA BEAUTY HOUSE SALOON AND SPA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

The main purpose of this study is to know about the history, product and services provided, organization structure, financial achievement, marketing and operational strategy and technology used in the Fazerra Beauty House Saloon and Spa. All information about this company originated from the owner of the company, .

In the first part of this case study, it is the general information about the company. Information is gathered through primary sources. This part was written to analyze the background of the company and every problem that the company had to deal especially that relates to technology-based. By doing this case study so I can give a suggestion to overcome the problems. Fazerra Beauty House Saloon and Spa is chosen because there is technology used in this business. Other than that, this study is to identify whether any risks or challenges that the company had to deal. After the interview session is done, I am conducting a research, hypothesis, and identifying the problem of this company and suggest the recommendation with the best solution to solve their problems.

Fazerra Beauty House Saloon and Spa started their services with a small spa in 2007 and it has operating almost 13 years since the opening. It is located at Wilayah Persekutuan Labuan. The salon and spa operates every day. The salon and spa also is a full service beauty house. It dedicated to providing high customer satisfaction consistently by giving an excellent service, quality products used, and furnishing enjoyable surrounding at an affordable price. The salon provides private exclusive room for muslimah customers. There are many different types of services can be expected at Fazerra Beauty House Saloon and Spa such as hair treatment, sauna, facial treatment, intensive treatment, sinus treatment, body massage, hand and feet treatment, and other services.

Based on the interviews that have been done, the problem that this salon and spa is the price of the services offered is quite expensive. Other than that, the salon also had to deal with customer issues. This usually happens in the business where customers' complaints about the services used. More problems and their solution will be discussed in the problem statements and findings. Moreover, we will also discuss the technology used by Fazerra Beauty House Saloon and Spa. By the time pass, the technology used by Fazerra Beauty House Saloon and Spa become more advanced. They always upgrade the knowledge on how to adapt with the latest technology in hair treatment such as hair perming machine, hair warmer, hair steamer, facial atomizer, and ultrasonic machine.