



اَوْنِيُوْرْسِيْتِي تِيْكُونُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY: ELEPHANABAKRI ENTERPRISE

TYPE OF BUSINESS: BEAUTY SHOP

PREPARE BY
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES (AM110)
SEMESTER: SEMESTER 4
PROJECT TITLE: BEAUTY AND MAKEUP
GROUP MEMBER:

- 1) NATALIE RACHEL ANAK IMEN (2017260532)
- 2) SHERILLYN ANAK RAYMOND (2017255796)
- 3) NUR FIVYANA ZUREANA BINTI ZAILANI
(2017460684)
- 4) AISYAMMUDIN AKMAL BIN AINIE (2017242344)

PREPARE FOR
MDM SITI MARDINAH

SUBMISSION DATE
29 MARCH 2019

1.0 EXECUTIVE SUMMARY

Following is a case study prepare for Entrepreneurship (ENT300) consisting the problem face by the company and suggestion to solve the problems. The company that we going to review is Elaphanabakri Enterprise a small beauty shop located at Majma Mall, KucShing. This company is a company built base on deep interest in makeup and doing business. This company has grow bigger and soon will open it own
`1second branches

In this review we conduct a face to face interview with the owner as well as online interview. By doing this we collect more data that needed in doing this case study. We detect the problem that faced by them and try to figure why it happen and solve it.

2.0 INTRODUCTION

The company that we going to review is a beauty shop call Elephanabakri Enterprise. Elephanabakri Enterprise is a small shop that start by the owner with her interest on business and make up. The owner then become a makeup artist herself and open her own shop which soon will open a second branch. This shop is mainly on offering the service to groom customer and sell some imported product.

The purpose for this review is to see the problems that are going in the company and how are we going to solve these problems. Therefore, an interview is conduct with the owner of the Elephanabakri Enterprise to know more details of the company and to collect more data to use in preparing this review.

There are some of the issues that we notice which is finance or lack of capital, team building, and riskiness.

1) Finance or Lack of capital

This problems may occur at the beginning when you first start your own company because of lack of experience. As you just start your first business you will feel the pressure on handling the finance and balancing your company finance. Also, as a small company it may be hard to find an investor that willing to give support and to trust enough to invest in a small company. This is because they may think that a small company wont be able to return the investment.

2) Team building

To have a really good relationship with your own workers is hard especially if you have no leader experience or just simply never lead anyone before. Even if you have experience before it will also be difficult to found a hard working and trustworthy workers. There are so many criteria that need to look for in one workers especially someone who will fit the team as overall. At the first period of time there may be moment where we experience a discipline issues among workers.

3) Riskiness

The feeling of uncertainty will always happen when opening a business even when we feel excited for the business. This is because there are so many things to get done and the pressure will hit and that is the time when all the negative thought come haunting. Worried whether there will be customers, about the finance or competitors and more. It always happen which may lead to self destructive without one aware.

3.0 COMPANY INFORMATION

Elephanabakri Enterprise is owned by Nur Farhana Ajlaa or known as Elephanabakri. She started her business at the age of 23 when she became a self-taught makeup artist after realizing that there is a high demand for a female makeup artist in Kuching. She started her career as a makeup artist after saving up for about 3 years. She then opened up her first makeup shop which is Elephana Makeup Shop at the age of 26 years old at Majma Mall Kuching. After 6 months, she expanded her shop and took over the next door's shop and hired 2 more local makeup artists as her full-time workers. She is also providing more services other than selling imported cosmetic products which mainly from the United States and United Kingdom. She then will be opening her second branch in July 2019.

These will be the organizational chart of Elephana Makeup Shop which consists of the owner itself, Mdm. Hana, the manager and also in-house makeup artist Ms. Zatil, marketing manager Ms. Seri and finance manager Ms. Pauline.

