



اوتو تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Kota Bharu



FACULTY OF COMPUTER AND MATHEMATICAL  
SCIENCES

TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

NOURSYAA FRAGRANCE AND COSMETICS

(LAWArAa COSMETICS)

**PREPARED BY: ANIS BINTI AZMI**

**MATRIX NUMBER: 2018272424**

**GROUP: D2CS2416A**

**PREPARED FOR: YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN**

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## TABLE OF CONTENTS

	TITLE PAGE	PAGE
	<b>TABLE OF CONTENTS</b>	ii
	<b>EXECUTIVE SUMMARY</b>	iii
1.	<b>INTRODUCTION</b>	
	1.1 Background of The Study	1
	1.2 Problem Statement	1
	1.3 Purpose of The Study	1
2.	<b>COMPANY INFORMATION</b>	
	2.1 Background	2
	2.2 Organizational Structure	3
	2.3 Products/Services	4
	2.4 Technology	4
	2.5 Business, Marketing, Operational Strategy	4
	2.6 Financial Achievement	5
3.	<b>COMPANY ANALYSIS</b>	
	3.1 SWOT	5
	3.1.1 STRENGTH	6
	3.1.2 WEAKNESS	6
	3.1.3 OPPORTUNITY	7
	3.1.4 THEATS	7
4.	<b>FINDINGS AND DISCUSSION</b>	8
5.	<b>CONCLUSION</b>	9
6.	<b>RECOMMENDATION AND IMPROVEMENT</b>	10
	<b>REFERENCES</b>	11
	<b>APPENDICES</b>	12



## EXECUTIVE SUMMARY

Cosmetics is a substance intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. Included in this definition are skin creams, lotions, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, permanent waves, hair colours, toothpastes, and deodorants, as well as any material intended for use as a component of a cosmetic product.

The founder of this company is led by Puan Nor Natasha Binti Muhammad who is also assisted by her husband, En Mohd Azmanizam Bin Jusoh as the Founder's assistant. The company has 2 managers who assist in the management of the company to ensure the company is in good condition, orderly and systematic. They are Wan Nur Shaherah Binti Wan Razali and En Muhammad Noor Sabri Bin Samsu Anuar. Mohammad Izzat Shafiq Bin Maznee is the person who manages the company's marketing. He will provide materials to promote the product to the community through social media sites. The company also has 3 admins who will each assist in taking orders from agents and customers.

The company has released the first edition lipmatte themed fruity edition. This first edition comes with 5 colour options to suit all skin types in Malaysia. This lipmatte provides benefits to the wearer because it can provide maximum health to the lips. According to the founder, she will be releasing a baby -sized lipmatte with a Raya edition theme.



## 1. INTRODUCTION

### 1.1 Background of the Study

A sole proprietorship is a business owned by one owner under the Business Registration Act 1956. The name of the company is also used in the name of the owner himself. Noursyaa Fragrance and Cosmetic is a self-owned company that makes perfume products as original equipment manufacturer (OEM) and cosmetic products. This company has been established since 2015 and has successfully produced many perfume brands for their customers who want to become perfume founders. However, since the end of 2019, the company has added another new product, LAWArara Cosmetics, as a new branch to expand this business empire.

### 1.2 Problem Statement

- i. Due to pandemic Covid-19, the shipments of lipmatte to Malaysia from Bangkok became slow as there were many restrictions in place.
- ii. Due to the location of company located in the center of the city, rent has increased.
- iii. The company is lacked of storage to place their product. Due to they only has one storage place to store their product.

### 1.3 Purpose of the Study

- i. To identify the major issues and problems that experienced by the LAWArara Cosmetic Company
- ii. To know the process, ingredients and benefits of LAWArara cosmetics products
- iii. To provide solutions and recommendations that enhance the LAWArara Cosmetic's performance.



## 2. COMPANY BACKGROUND

### 2.1 Background

At the end of 2019, Puan Nor Natasha Binti Mohammad has added her company's production products in the field of cosmetics, especially in the production of lipmatte. This company is the sole proprietorship of Puan Nor Natasha Binti Mohammad. LAWAras lipmatte product production is suitable for all groups regardless of gender. This LAWAras lipmatte product has received encouraging response from generation Z and the elderly.

This company has 20 employees consisting of 6 men and 14 women. The factor that influenced Puan Nor Natasha to create this business was to challenge herself to make something new as well as get out of the comfort zone which is considered not to bring any change in life. With the establishment of this product, the ability and knowledge in business can be improved. In addition, Puan Natasha's good intention was to help those in need of side income because at that time, the country's economy was volatile due to the spread of the Covid-19 epidemic. In this regard, the Malaysian government has implemented a Movement Control Order (MCO) which forces all types of businesses to close immediately. This company is located at Lot 315 Wisma Nizarman 15350 Kota Bharu, Kelantan, Malaysia and can be contacted at 011-55512121.