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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY
MOHAMAD NOR AZRUL BIN MD JUNOH
(POTENTIAL LEADER AND
AINA BEAUTY STOKIST)

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Table of Content

CONTENTS	PAGE
Table of content	i
Executive summary	1
1.0 Entrepreneurship profile 1.1 Business Background 1.2 Entrepreneur's Personal Background	2-4
2.0 Entrepreneur competencies	5-6
References	ii
Appendices	iii-vi

Executive Summary

I have decided to choose and already interviewed my selected entrepreneur to be a part of this case study. This case study tells approximately a successful entrepreneur and the selected entrepreneur is Mohamad Nor Azrul bin Md Junoh, a potential leader and Aina Beauty master stockist. The researcher will discuss and explain the company information such as about the entrepreneur, the entrepreneurial ventures, the entrepreneur achievement, and how the entrepreneur running a sustainable business. The most important aspect of this case study is to use Personal Entrepreneurial Characteristics (PECs) to explain business descriptions and personal entrepreneurial characteristics through document reviews and personal interviews. Everything on this file is defined and stated following the pointers given for the subject of Entrepreneurship Fundamentals (ENT300).

1.0 Entrepreneur Profile

The researcher will describe the background of the businesses in detail in this section. Following that, a brief explanation about the entrepreneur's personal background, and the entrepreneur's personal achievement.

1.1 Business Background

Since January 20, 2018, Nsa Beau Ventures or also known as Ainaa Beauty has been a well-established cosmetics manufacturer in Malaysia. Hafiz Mahamad, the company's founder, began his business career after experiencing hardships during his adolescence. It gave him the concept that he wants all young adults and teenagers to be self-sufficient. His wife, Syafiqah Aina, a well-known model, was the one who first came up with the idea for Nsa Beau Ventures. When Hafiz's wife developed a skin condition because of excessive makeup use during a photo session, they came up with the brilliant idea to create their own cosmetic line. Syafiqah Aina began to have skin issues such as dullness, rashes, and allergies as well as the appearance of blemishes.

The first step in the business was when they tried to create their own serum called AINAA Serum, with the help of a reputable Malaysian cosmetics company. The serum got 20,000 pre-orders in less than a week, indicating that now the product is popular. In such a short amount of time, Nsa Beau Ventures was able to record a total of 4000 client engagements involving other Southeast Asian countries including Brunei, Indonesia, and Singapore. Hafiz Mahamad highlights his desire to assist young people in being successful and to raise the level of determination to succeed among this group.

The biggest achievement for Ainaa Beauty company was when the founder, Nur Syafikah Aina Abdul Wahab got Nona Best Influencer Skincare Brand Award held on 18 December 2020. The company trademark is "Kejayaan demi Kebahagiaan". They are based in Malaysia and Ainaa Beauty come up with two products is skincare such as serum, scrub, cleanser, moisturizer, and sunscreen. Also offered cosmetic such as foundation, blusher, and makeup palette at affordable price.

The business challenge faced by the company was at the time of the establishment of Ainaa Beauty. Most Malaysian are less interested in local products. In the meantime, the product was once labeled as a "produk sampah" because they thought local products could damage the skin and were not good. But now, this product is growing and gaining a lot of response not only in Malaysia, but almost all over the country such as Thailand, Brunei, Indonesia, and Singapore.

Company's Name	Ainaa Empire (M) Sdn.Bhd.
Founder	Hafiz Mahamad and Syafikah Aina
Address	B-7-7, Block B, Jalan Ostia Utama, Ostia Bangi Business Park, 43650, Bandar Baru Bangi, Selangor.
Products	Cosmetic and skincare
Websites	www.ainaabeauty.com
Fax	03-89280098
Customer service	016-728 0014
Facebook/Instagram	ainaabeautyofficial

Table 1 Background company Ainaa Beauty

1.2 Entrepreneur's Personal Background

Mohamad Nor Azrul bin Md Junoh commonly known as Yeop was born on 9th July 1999. He is a 22-year-old man. He lives at Pasir Puteh, Kelantan. He is a Malaysian entrepreneur in the cosmetic and skincare industry. Mohamad Nor Azrul bin Md Junoh started his interest in entrepreneurship starting in January 2020.

Although his business was not encouraging at first, he continued to venture into the business without a sense of despair and he stands with his trademark "If you can dream it, you can do it! Trust the process". In addition to being an entrepreneur, he is a Bachelor of Mechanical Engineering with Honours at Universiti Malaysia Perlis (UniMAP), Malaysia.

Day by day, he improves his skills in business by making content through social media like Tiktok, Instagram, and WhatsApp to gaining customers. He makes the customer trust in his effort. The content that he has made not only about business but also about motivation. He starts joining this business as an agent. Now he is a potential leader to more than 20 teams. He is good at handling his time between study and business. His key is planning.

Its founder, Hafiz Mahamad always gives encouragement and support to him so that he does not give up on running the business especially when he is just starting a business. Before joining this business, he used to do business in making lanyards, clothes, and button batch. He once got a gold bar and a voucher as a top leader award from its founder.

The challenge in running this business is to gain the trust of customers. This is because of the mentality of a society that considers only women eligible to sell and use beauty products. Yeop is also not just selling, he will study the ingredients used in a product to ensure that the product sold is suitable for the skin of the consumer. He uses the charge of delivery (COD)