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1.0 EXECUTIVE SUMMARY

People nowadays are busy think about their beauty especially among women. Beauty is commonly described as a feature of objects that makes these objects pleasurable to perceive. Such objects include landscapes, sunsets, humans and works of art. Beauty, together with art and taste, is the main subject of aesthetics, one of the major branches of philosophy. Conceptions of beauty aim to capture what is essential to all beautiful things. In this case, I want to emphasize on the beauty of someone's skin. We have all heard that we should not judge people based on their appearance. As the saying goes, beauty is only skin deep. Furthermore, someone's physical presence tells us little of how kind they are or how dependable you are or something else about their character.

For my case study, I choose NSA Beauty Company as my reference entrepreneur. This company introduce about the importance of skin care on our face. It really related with the situation which whom having problem on their skin. NSA Beauty Compony are offered a selection of skincare for instance serum, moisturizer, scrub mask, sunscreen, and cleanser. Also offered cosmetic product such as foundation, blusher, and lipstick. All of the products are with the affordable price. NSA Beauty Company want the world to experience high quality products at reasonable deal. They ship worldwide and look forward to giving the best on their product.

Other than that, NSA Company also concerned about how to help other people with their business. We already know that, in our country is shaken by a virus known as Covid-19. This causes many people to lose their jobs. So, Hafiz Mahamad take the opportunity to develop their business through agent recruitment. Marketing has two goals to attract new consumers by offering superior value and to retain and expand existing customers by providing value and satisfaction. The marketing mix is a set of tactical marketing strategies that a company uses to generate the desired response in its target market.

2.0 INTRODUCTION

Assalamualaikum, my name is Nur Awin Bt Muhamad. I am currently study at UiTM Kampus Machang in Kelantan. The course that I take is Diploma in Computer Science and Mathematics. The reason why I am doing the case study is because it is my ENT 300 Syllabus. I am required to identify the entrepreneur and write a report about the company based on my study.

The purpose of this case study is to expose students to real business. It is also provided a better understanding for me to assess my chosen business plan. This case study is done to analyse in detail about a business which able for me to manage one effectively and efficiently in future. I choose NSA Beauty Company for my case study. As we know that people nowadays are very concerned about beauty especially among women.

Since 20th January 2018, NSA Beauty is an established beauty product manufacturer based in Malaysia. Hafiz Mahamad as the founder of NSA Beauty began his business venture after dealing with problems in adolescence. It inspired him to believe that both young adults and adolescence should be able to stand their own two feet. His partner, Syafiqah Aina known as a model and instafamous came up with idea for creating NSA Beauty. The factor that she wants to start a business in skin care products was that she wanted to reveal the secret of her appearance, despite the fact that she herself had skin issues in the past. Her skin is always delicate, and she must always wear make-up.

Her entrepreneurial inspiration stems from a need to succeed. She aspires to have strong clean skin on her own and to influence others to do the same. Many that score well on this need are more likely to take on intermediate risk and choose mild difficulty. Syafiqah Aina, who was previously stressed and working hard due to skin issues, wanted to try to create her own line of cosmetics based on the ingredients that matched her delicate skin. Aina believes that any human being has the ability to excel and that they should not be afraid to work hard in order to begin a career.

3.0 ENTREPRENEUR PROFILE



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|----------------|------------------------------------|
| NAME | NURSYAFIQAH AINA ABDUL WAHAB |
| FAMOUS NAME | SYAFIQAH AINA |
| BIRTH DATE | 18 th JUNE 1994 |
| AGE | 26 YEARS OLD |
| RELIGION | ISLAM |
| RACE | MALAY |
| CITIZEN | MALAYSIAN |
| EDUCATION | BACHELOR IN COMMUNICATION, UiTM |
| HUSBAND'S NAME | ABDUL HAFIZ HARISUDDIN BIN MAHAMAD |
| FAMOUS NAME | HAFIZ HAMAD |
| BIRTH DATE | 28 th AUGUST 1993 |
| AGE | 28 YEARS OLD |