



اَوْنَبُوْ سَيِّدِيْ تَيْكُوْ لُوْجِيْ مَبَارَا  
UNIVERSITI  
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MARA

**MIMPI  
MIKA**

## COMPANY ANALYSIS

**“MIMPIMIKA”**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY**

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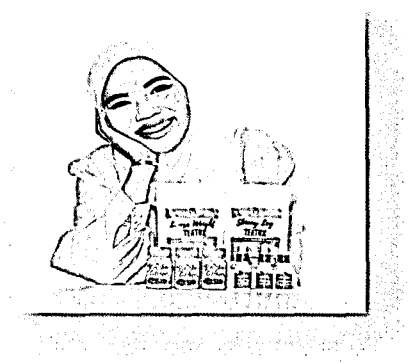
Best Regards,

## **Executive Summary**

MIMPIMIKA ENTERPRISE is a business entity registered with Suruhanjaya Syarikat Malaysia and issued with the registration number 002464062-P for its business operation. Mimpimika have been in market more than 5 years and being recognized by all users and followers specially among the teenagers in social media. Mimpimika is one of the famous local product in Malaysia and it is getting popular among the girls and boys that having acne problem that willing to get the natural skin back due of breakout problem.

As a teenager, it is essential to keep track of these changes and protect your skin from any problems it might develop. The skin is an incredibly important organ and it serves as a major protection against harmful bacteria and chemicals, regulates your body temperature, waterproofs you, and signals pain, touch, and temperature. Mimpimika has produce the best serum that will protect the skin damage because of the ultra violet rays from the sun. Many feedback from their customer mentioned that they have tried so many others product but Mimpimika are the best among the best and the price of 30ml is only RM60 that will last longer for 2 months. The owner have mentioned after doing some research , sun rays are almost impossible to avoid, even on cloudy days, sun protection is incredibly important to keep your skin healthy. You should use high SPF sunscreen to get significant protection from the different kinds of UV lights and the best product that can prevent the situation will be Mimpimika Serum. They are planning to produce their own sunscreen meanwhile still doing some research, testimony, and trying out the natural ingredient as the best formula that suit for the weather and skin type for the Malaysian.

## Company Information



Mimpimika has been in market for more than 5 years since 2014. Afiatul Adawiyah as been know as “ATULMIMPIMKA” has created this business with her own husband, Encik Ameer Hamdan after she has been suffering from breakout skin for more than 2 years. She has tried a lots of skin product that has been sell in market and giving try to many skin specialist, however no positive impact for her skin. Her husband as her big supporter has giving solution to try on natural product as in herbal or homemade facial skin that come out from traditional way. After few months giving out with her own secret of skincare, she got the positive result and slowly recovering form breakout problem, she managed to maintain her skin and become more flawless than before. She also has been practice to eat clean , go for jogging and controlling her meal as she believe that taking good care form the inside will turning on the positive vibes including the skin on her face. She also has mentioned that drinking 8 glass or more per day helps a lots to maintain the hydration on her body.

Furthermore, she decided to share her experience and the journey on her skin by creating the best seller of “MIMPIMIKA SERUM” that contains a lot of Vitamin C, without fragrance that canbe used for all skin type, rich of aloe vera and the most important thing, free of Chemical use” Mimpimika Serum” has come out with 15ml and the price selling at RM60 without postage. Beside the hot selling of serum, she has been creating her own ingredient to lose weight that provide for 2 session, morning and night. She has the idea of providing these product become she has been testes to her own body same as she do for her previous skin. She mentioned that “to make your customer believe more in you, you have to give it try by your own first” . Afiatul Adawiyah mentioned that she believe her product will helping more people that having skin and overweight problem because the confident from someone will be more extra if she/he has a good ideal body and flawless skin. Her husband