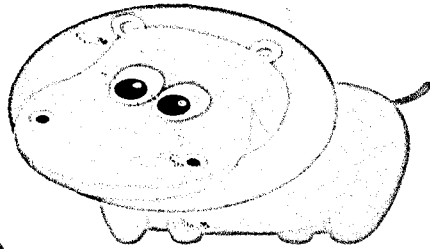




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hippopo®

BABY SPA & WELLNESS

COMPANY ANALYSIS

Hippopo Baby Spa & Wellness

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

### FACULTY & PROGRAMME:

FACULTY OF BUSINESS MANAGEMENT (HUMAN RESOURCES – BM243)

SEMESTER: MARCH 2019- JULY 2019

PROJECT TITLE: HIPPOPO BABY SPA & WELLNESS, BRANCH SETIA CITY MALL

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## **1. ACKNOWLEDGEMENT**

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**TABLE OF CONTENT**

ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
EXECUTIVE SUMMARY	4
INTRODUCTION	5
I.    BACKGROUND OF STUDY	5
II.   PROBLEM STATEMENT	5
III.  PURPOSE OF THE STUDY	5
COMPANY INFORMATION	6
COMPANY ANALYSIS	7
FINDINGS AND DISCUSSION	8
I.    FINDINGS	8
II.   DISCUSSION	8
CONCLUSION	9
RECOMMENDATIONS AND IMPROVEMENTS	10
REFERENCES	11
APPENDICES	12

## **2. EXECUTIVE SUMMARY**

Hippopo Baby Spa and Wellness is the first baby spa in Malaysia. Their first outlet started its operation at Centrepoin<sup>t</sup> Bandar Utama, Petaling Jaya on 8<sup>th</sup> October 2013. From there, this business expended 6 outlets within a year and now Hippopo Baby Spa and Wellness have 13 total outlets in Malaysia.

The major problem for this business is the awareness of parents about this baby spa. Some of parents taught that baby spa is expensive, so this make parents scared to send their child to baby spa. Some of the parent more prefer to send their child to swimming class, but they not aware that swimming class use chlorine water and that's not suitable for baby skin. Baby also love to massage so that they feel calm. In baby spa, their provide many of service for the babies.

### 3. INTRODUCTION

#### I. BACKGROUND OF STUDY

This course of Principle of Entrepreneurships helps us to survey more and collect information about how they run the company. For this subject, we have been asked to do a case study assignment and we choose baby spa company so that we can understand and can spread awareness and info to all parents in Malaysia. Not all parents in Malaysia know the advantages for sending their child to baby spa. So, we're here to give info to the parents. We choose Hippopo baby spa and wellness. This company targets all the parents who have a child starting weight 4.5 kilogram and not more than 36 months to enjoy this service. This baby spa and wellness provide health benefits to improve baby immune system, health and growth that leads to an excellent healthy lifestyle. But with all benefits, it's still making parents scared to send their child here due to cost and awareness.

Entrepreneur education seeks to provide us knowledge, skills and motivation to encourage all the entrepreneurs to run their business smoothly.

#### II. PROBLEM STATEMENT

To be an entrepreneur, there are many challenges that must be overcome and find out the problems:

- **Cost of service:**

Most of parents in Malaysia have middle of range salary. In this case, most of baby spa provide service with expensive cost that most parents can't afford to pay for the service.

- **Awareness of parents about baby spa and wellness:**

In Malaysia, baby spa and wellness are still not so popular among parents nowadays. How to convince parents about the benefits and goods to send their child here. Some parents think that baby spa is not necessary but in modern world, the health of baby is not in good condition. Maybe with this service can minimize the possibilities to get a lack of healthy.

#### III. PURPOSE OF THE STUDY

The main reason why this case study is conducted is to investigate the successful of an entrepreneur in their business and how they run the business which how they promote their business, overcome their problems and also maintain the business into market.