



UNIVERSITI
TEKNOLOGI
MARA



COMPANY-ANALYSIS

NORI NORISH SPA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : HS 243

SEMESTER : 7A

PROJECT TITLE : NORI NORISH SPA

GROUP MEMBERS

1. INTAN NAJIHA BINTI MOHD HISHA...
2. NOR ZAIJANATUL BINTI ZAINAL ARIFF
3. NUR ADILAH BINTI SHAHROM
4. NUR SYIFA BINTI MOHAMAD ZAHIR
5. ROSMARIANI BINTI ROSLAN

LECTURER : HJH ZANARIAH ZAINAL ABIDIN

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1.0 EXECUTIVE SUMMARY

Nori Norish Spa is specialised in facial treatment. They also provide other services such as body treatment, sell skin care product, health supplement and scarf. The company have been operated for 12 years' and very experience on facial treatment. However, they did not provide full body treatment services even though there are high request from the customers nearby area. The services are also quite expensive and not affordable for low income community. Thus, there is a few recommendations in order to solve these problems. One of them is by enhancing the marketing strategies social media approaches. The supervisor should involve more actively in internet marketing by gathering more information on Search Engine Online (SEO). Consumer Trend Canvas also helps the company in analysing insights about the consumer trends and transform them into innovation and business opportunities.

2.0 INTRODUCTION

2.1 Background of Study

- Our case study is on Nori Norish Spa and Beauty Gallery which is located in Fasa 2, Bandar Puncak Alam.
- This spa is specialised in facial treatment. However, they also provide other services such as body treatment, sell skin care product, health supplement and scarf.

2.2 Problem Statement

- The limited space inside the spa may lead to discomfort of the customers. There is no waiting room provided for the customers. Based on the interview with the customers, most of them express their dissatisfactory feeling on the service provided before getting treatment.

2.3 Purpose of study

- To conduct analysis on the company operation of Nori Norish Spa.
- To suggest appropriate recommendation to mitigate the problem arise in the Nori Norish Spa.

3.0 COMPANY INFORMATION

- Company's name: Nori Norish Spa & Beauty Gallery
- Address: No 18, Tingkat 1, Lorong Naluri Sukma, A8/A Bandar Puncak Alam, 42300 Kuala Selangor, Selangor.
- Established year: 2007
- Staff: Wan Adibah Saiful Rizal
- Open hours: Monday – Saturday (9 a.m – 7 p.m)
- Main service: Facial treatment
 - Mini Facial.
 - Normal Skin facial.
 - Acne Skin facial.
 - Collagen facial treatment.
 - Whitening Facial treatment.
 - Vitamin C facial treatment.
 - Relaxing Facial.
 - Facial with face lifting.
 - Facial treatment with ultrasonic machine.
- Additional service: Body treatment
 - Sauna.
 - Hand Spa.
 - Lips Spa.
 - Eye treatment.
 - Body Scrub.
 - Body masker.
 - Body Bleaching.
 - Body Whitening.
 - Milk Bath.
 - Flower Bath.
 - Back massage.