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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI
MARA ASSIGNMENT

NAME : NIK SALSABELLA ANTASHA BINTI NIK AZHAR

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EXECUTIVE SUMMARY

For the case study, I have chosen this famous entrepreneur in Malaysia named Syafiqah Aina who is one of the young entrepreneurs that run a company which is NSA Beauty. Her personality has a great characteristic which makes her style of performing both business and her modeling. The self-confidence that she shows to everyone is amazingly inspiring to other people. With her key of good intention, she finally can be branding a product which is Ainaa Beauty skincare also a cosmetic product. Moreover, with her hard work also supports from other people, the company which is NSA Beauty is established on 20th January 2018. This systematic planning idea started up a business coming from her husband, Hafiz Mahammad. He decided to start to venture into business after he had to struggle with difficulties in his teenage life together with his wife, Syafiqah Aina. Other than that, what is the good decision that she made is when some event when viral, so with the smart thinking her, she used this opportunity to produce a cosmetic product sincerely to share the secrets of her beauty to the public as well as she opened job opportunities and also expanded his knowledge in the field of business by setting up such a great Nsa squad.

The fact that she produces a trusted product with the dermatological test, the products such as serum, cleanser, moisturizer, and sunscreen as the selection of skincare become one of the most effective skincare for the local brand in Malaysia.

ENTREPRENEUR PROFILE

Syafiqah Aina, her named is Nur Syafiqah Aina Binti Abdul Wahab. She was born on 18th June 1994 so her current age is 26 years old now. She persuades her studies in the field of bachelor in Mass Communication at University Technology Mara (UiTM). Her career was as a cosmetics entrepreneur, model, Instagram celebrity, blogger also and influencer. She started using Instagram in June 2013 and now she has moreover 1.1 Million followers. She also started modeling and be an Instafamous.

Syafiqah Aina was lucky to meet her lovely husband named Hafiz Mahamad, married on 24th November 2017. Her husband also her boyfriend since they teenager and now a beautiful baby girl was born named Raisya. They both raised her with love and lived in the most beautiful and luxurious house for their lovely daughter, Raisya. This romantic couple once went viral with their heart-warming and romantic love story. The popularity begins when the boyfriend Hafiz Mahamad celebrated her birthday most romantically with a limousine car that went to pick her up to eat dinner at a luxurious restaurant in Kuala Lumpur.

On 20th January 2018, she became the founder of NSA Beauty. This company common property between Aina and her husband, Hafiz Mahamad. Once when she has a skin problem such as dullness, redness, and allergic skin effect from using a lot of makeup for the long period. With her hardworking and confidence, she starts to produce a serum which is the first product that she made for NSA beauty. After consuming her serum for over a year her skin starts to look better, the skin not looking dull and started to glow. With confidence in her product, she started to share her product with everyone who sees her skin changes and that's how her serum gain trust from her friends, followers. With this business for years, Syafiqah Aina finally managed to buy a house, cars, and their new office for NSA Beauty which is better than their previous office in 2018.

HOW NSA BEAUTY BUSSINESS START ?

There was a point when decided to begin a business which is Ainaa Beauty skincare products. It is because she sincerely wants to share and show to other people the secret of her beauty. This reminded her how bad was her skin condition before and that made her feel bad for those people who have the same problem as her. To make it short, she just wants other people to feel the same as her, after getting a nice flawless good-looking skin using her products.

The story of her skin journey begins 5 years ago when she has to take medication for 2 years which is recommended by Dr. Ko. But her skin getting worse after she does the modelling which made her need to wear heavy makeup for a long period so this causes a worse condition for her skin at that time. With the final decision she made up her mind to makes her serum to cure her skin problem. Unexpectedly result that her skin becomes better day by day after consuming the serum for almost a year and there is a lot of good changes she finds through her skin. Therefore, she decided to share the result of her skin with everyone who notices her changes so that is how she decided to produce her serum which Ainaa Beauty serum.

Moreover, she intends to open opportunities for other people to join the NSA squad, which is the agent or stockist for NSA Beauty. And she will be a 100% guidance for her agent and stockist to be a business success. She also made a good statement that with the popularity she has, she wants this to be something that inspired her customer or follower's changes from having a bad skin problem to be more confident with healthier skin like her now. Another intention was she just wants everyone to be confident in the public and not being so depressed about the skin problem.

In a nutshell, this reminded her of being depressed once in the past skin problem that causes the anxiety of herself, also not being so confident and scared of the hates comment about her appearances which made her want to changes her look on her skin through creating her serum for the healthy skin.