



UNIVERSITI TEKNOLOGI MARA

**FACULTY OF ART AND DESIGN
UiTM MACHANG, KELANTAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

ASSIGNMENT 1 – CASE STUDY (INDIVIDUAL)

NAME : NURUL HAZWANI BINTI AZARUDIN
GROUP : AD111 4A
STUDENT ID : 2019446482
PREPARED FOR : MADAM NURUL SYAQIRAH ZULQERNAIN
BUSINESS NAME : BEAUTYRA

TABLE OF CONTENT

No.	Content	Pages
1.	Executive Summary	3
2.	Entrepreneur Profile	4
3.	Entrepreneurial Competencies -Sees and acts on opportunities -Concern for High Quality of Work -Self-Confidence -Use of Influence Strategies	5 - 6
4.	Appendices	7 - 9

1.0 Executive Summary

This document will show the case study about Beautyra Cosmetic founded by a young lady named Athirah Kamaruzzaman. This brand was established in 2018. Now, BeauTyra Cosmetics has its line of beauty products, ranging from blusher, hair-to-toe mist, eyeshadow palettes, and lipstick. BeauTyra is a Malaysian beauty brand that does not exclude anyone based on their shape, size, or skin. BeauTyra Cosmetics' greatest achievement is that it now has a drop ship agent named "beauboss" that covers many nations, including Malaysia, the United Kingdom, the United States, Japan, Indonesia, Australia, India, and others. BeauTyra Cosmetics company has grown so much since she started it on her own, now that she's had her own headquarters in Cheras, Kuala Lumpur. Tyra was able to own a luxury car when she was 20 years old, due to the results of her sweat points. BeauTyra Cosmetics possesses a range of entrepreneurial competencies. Among them are sees and acts on opportunities, concern for the high quality of work, self-confidence, and use of influence strategies.

2.0 Entrepreneur Profile

Athirah Kamaruzzaman or better known to her fans as Tyra started her beauty empire, BeauTyra Cosmetic, at the age of 19 years old. The youngest child of these five siblings has been good at earning her own money since he was 14 years old. At age 14, Tyra has started to look for a source of income by exploring job opportunities which she finally ended up with a career in modeling. Apart from that she also started to set up her own business which was finally launched her own business in 2018 when she was 19 years old. Now 19 years old, this Kuala Lumpur - born girl is already launched her own cosmetics brand which is BeauTyra Cosmetics. Young, passionate, and business-savvy, she has now make BeauTyra a successful brand without a doubt. Tyra Kamaruzzaman can be proud because of her interest in make-up, she gave birth to this cosmetic brand. Tyra has been very interested in make-up since high school. Blush is a must-have makeup tool to wear anywhere. People always ask what blusher did Tyra wear so from there she got the idea to produce her brand of blusher. Instead of just selling blusher, Tyra now produces various types of beauty products such as blusher, hair-to-toe mist, eyeshadow palettes, and lipstick. Her first product was the four shades of blusher and apparently, they were all sold out in just 4 minutes. The blusher obtains a lot of positive feedback because all shades are suitable for various types of skin tone from fair to tan skin tone. BeauTyra is a Malaysian beauty brand that does not exclude anyone based on their shape, size, or skin. Tyra uses a model with different types of skin tone to promote her product which encourages women out there to feel confident about themselves in beauty. BeauTyra is focused on providing Malaysians with high-quality makeup at an affordable price. Moreover, BeauTyra products are animal-cruelty-free and currently working to be leaping bunny approved.

3.0 Entrepreneurial Competencies

1. Sees and acts on opportunities

In this era, people seem to enjoy shopping at e-commerce shops such as shopee and lazada. This is an excellent opportunity for BeauTyra Cosmetics to sell its product. With less than 10 employees operating BeauTyra now, they use Shopee as a buying and selling medium. This is one of the best pitches for this brand because when it was first released in July of last year, it sold out in just one day, and it became even more fascinating when the limited edition blush named 'Unicorn' was released in 1,000 units and sold out in just four minutes. Besides, rarely do we see cosmetic products use a lot of women as a model, Tyra has taken the initiative to give everyone who wants to be a model for the BeauTyra Cosmetics brand a chance. Tyra is not picky in terms of skin color and size differences so that we all appreciate women more and can open the eyes of many that beauty is subjective and present in everyone. This is one of the new ways for BeauTyra to promote their product as they act in a way it sees and acts on opportunities.

2. Concern for High Quality of Work

BeauTyra is very concerned with the quality of the product because the vision of the company is to focus on quality over quantity to give the best to their customers. BeauTyra Cosmetics also strives to follow those levels of excellence to provide greater customer satisfaction. We can see from the first product launched by Beautyra Cosmetics that they are now working hard to improve their product and packaging. To attract customers, beautyra uses packaging that emphasizes flora and fauna. Beautyra is one of the brands that have very attractive packaging that is to satisfy customer satisfaction. Beautyra will test the product before it is released and will constantly improve the product before it is released because Tyra values each of its customers. Tyra is very active on social media, Tyra will always read their customer reviews and try to improve from there. Tyra always puts the principle that she wants customers to get the best product because they buy with money and Tyra does not want her customers to be disappointed with the products they bought.