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CASE STUDY:

WAWA COSMETICS

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Executive summary

In this case study is that I was be able to study, identify and see the existence problems that need to solve in real life situation.

The entrepreneur and its business that I study as my entrepreneurship source of information is wawa Zainal the founder of wawa cosmetics. There are various types of cosmetic products sold by them. Through it mission to provide affordable prices for premium quality options, a range of cosmetics, skin care, perfurms and a range of health products havewon the hearts of beauty lovers in Malaysia, brunei, Singapore and Indonesia. They sell the products through online shopping and set up dropship agents to push their products throughout Malaysia. They have their own reasons why use dropship agents from selling through shoopee and other apps.

The company is run by a famous celebrity couple in Malaysia, namely aeril zafrel and his wife wawa zainal. wawa cosmetics is a subsidiary company of respected citizen sdn.Bhd. initially the company was owned by wawa zainal and her husband held the position of ceo.

Wawa cosmetics has a wide official distribution channels namely throughout Malaysia, wawacosmeticsmalaysia.com, and more than 2000 stockists and authorized agents in southeast Asia. Through its core brand promise the woman's beauty was through, wawa cosmetics aims to inspire woman to always feel confident and energies in deciding to choose simple but exclusive quality cosmetics.

There are various obstacles faced by the couple in living the business world but they keep trying. This is because, initially wawa zainal wanted to launch wawa softlens products in 2016 but he had a bit of trouble to develop it due to lack of experience and skills in entrepreneurship.

After 2 years in improving her skills in researching and doing research In mid 2018, she started selling cosmetic products and did not expect that to get high response from the public and she has officially established cosmetics wawa in 2018 on the support of her husband.

What I can see from them is that they experienced a lot of resistance before Succeeding. There are positive factors that they have emphasized in developing their business and they do not know the meaning of losing to become a successful entrepreneur until now.

Business description

Background of the founder



Nur Hawa binti Zainal Abidin or famously name know as wawa zainal was born on 12 march 1991 in sabah, Malaysia. Since she is 20 years old, she was a originally work as a model and actor as her occupation before she is dabbling in the entrepreneurship field. She was the 8 daughter from 11 siblings. She was secretly married to an actor named suhairil sunari or better known as Aerial Zafrel on 25 February 2012 and married for the second time on 4 February 2013 at the jumburiah mosque, taman dato 'harun, petaling jaya. The couple has been blessed with 3 light eyes a man and two women. He first acted in the drama series alu lulu, besides that he is also the patron artist of the metrowealth company.

Before entering the business industry, he first entered the world of modernization at the age of 12 and entered the world of acting in 2011. Wawa has revealed his desire to enter the business industry by launching his first product, wawa softlens, which is a contact lens product but he failed to continue his business because lack of focus and result in time consuming to run the business properly.

Wawa cosmetics has been at its peak in early 2020 last year due to the launch of wawa cosmetics romance mysterious special for couples gifts and wawa cosmetics bukhari muslim.