



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**CASE STUDY  
(ENT 300)**

**NAME: WAN SIT HASNI BINTI WAN MIN**

**GROUP:AD1184C**

**ID NUMBER: 2019416748**

**LECTURER'S NAME: RAJA ATTIK ARIFUDDIN RAJA ARIFF**

## TABLE OF CONTENT

<b>NO.</b>	<b>TOPICS</b>	<b>PAGE</b>
1.	Executive Summary	<b>3</b>
2.	Entrepreneur Information	
	2.1 Entrepreneur background	<b>4</b>
	2.2 Background Of Bussiness	<b>5</b>
	2.3 Company Information	<b>6</b>
	2.4 Vision And Mision	<b>7</b>
	2.5 Promotions	<b>7</b>
3.	Major Products/Services	<b>8-12</b>
4.	Conclusion	<b>13</b>
5.	Appendices	<b>14-15</b>

## **EXECUTIVE SUMMARY**

The case study brings our product to life. An entrepreneur use them to show how their product or service has been implemented successfully by customers. A lot of entrepreneur make the mistake of talking about themselves too much, especially on their websites. Instead of simply talking about a product, case studies allow entrepreneur to show how their product can be used.

The main purpose of this case study is to evaluate the company's background, company's analysis and company's problems which has been provided by management. Because of Covid-19 pandemic and we are in PKP, the method that I had to do about my case study is researching information from internet and review from people who already purchased and use that product.

Based on the findings during a google search, I have decided to choose SimplySiti as my case study. SimplySiti is a cosmetics and skin care products founded by a Malaysian artiste, Siti Nurhaliza in March 2010 with the headquarters in Kuala Lumpur, Malaysia. The brand's name was derived from the word "simplicity"

Siti was personally involved with the promotion of the products including starring in the product's television commercials and touring malls around Malaysia where she also released a theme song for the SimplySiti products, *Rahsiaku Kini Milikmu* (It Used To Be My Secret, Now It's Yours).

The cosmetics are produced in Korea with the incorporation of nanotechnology.. Before being released into the market, SimplySiti received Halal status from Jabatan Kemajuan Islam Malaysia (JAKIM) officials who visited the factory in Korea to inspect every aspect of the production with strict regulations to ensure the products are Halal.

## 2. ENTREPRENEUR PROFILE

### 2.1 Entrepreneur background

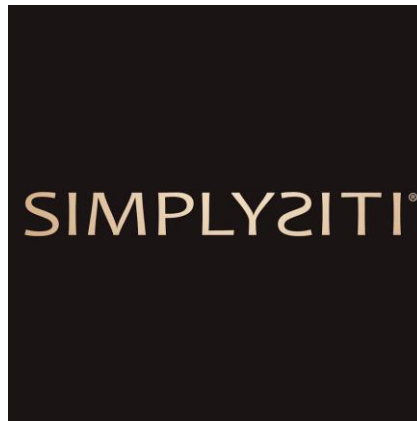


Dato' Sri Siti Nurhaliza Tarudin is Malaysia's queen of entertainment and is loved by many, including those who are young and old. Her singing talent and pleasant personality has made her an idol to Malaysians, especially amongst the younger generation. She rose to stardom at the tender age of 15, propelling her to becoming Malaysia's No.1 entertainer. This extraordinary pretty lady hails from Kuala Lipis, Pahang but was born in Termeloh, a town nearby. Her star shone when she won the singing competition 'Bintang HMI' organized by Radio Television Malaysia (RTM) in 1995. By that time, there was no looking back as she make headway to greater heights.

With her enormous and exemplary triumphs and achievements her name was carved in 'The Malaysia Book of Records twice. She was also bestowed upon the State Award, 'Darjah Indera Mahkota Pahang' by His Royal Highness, the Sultan of Pahang. Until today, Dato' Siti has been and will always be involved in charitable and social work, constantly caring for the needy and concerned over women and child abuse not only in Malaysia but the world over. She has performed at numerous Charity and Fund Raising events throughout the nation as well as delivering talks and conducting workshops. One apparent example is her appointment as Solidarity Ambassador of the Persatuan Bulan Sabit Merah (Red Cross) followed by many other organizations as Product Ambassador.

In 2006, Dato' Siti started a family business with diversified interest in various fields mainly in the music and entertainment industry. She had launched her own beauty product line – SimplySiti in 2010 which had made nationwide sensation in both local and the international market. May her business flourish and with her kind attributes will continue to do charity work and contribute towards elevating the Muslim economies.

## 2.2 Background of Business (SimplySiti)



SimplySiti Sdn. Bhd., (written in all caps) is a Malaysian cosmetic company founded by a Malaysian singer, Siti Nurhaliza in March 2010 with the headquarters in Kuala Lumpur, Malaysia. The brand's name was derived from the word “simplicity”.

Launched in early 2010, SimplySiti is Siti Nurhaliza's second attempt to take an interest in a business industry after her first trial with her CTea arrived at a deadlock and the production of her branded tea was stopped in March to focus more on SimplySiti. With the assistance of her better half, Datuk Seri Khalid Mohd Jiwa as her husband and two others business partners, she ventured into the cosmetic industry after two years of research with AC Nielsen to study the market and target clients.

Furthermore, the beauty care product are produced in Korea with the incorporation of nanotechnology. Before being released into the market, SimplySiti received Halal status from Jabatan Kemajuan Islam Malaysia (JAKIM) officials who visited the factory in Korea to inspect every aspect of the production with strict regulations to ensure the products are Halal. Many of the products, especially her lipstick range released bear the names from her singles' and albums' titles. Marketing strategies include availability of the products over 200 Watsons, Guardian and Jusco outlets throughout Malaysia, with its first kiosk at the JB Sentral in Johor Bahru and there are plans for promoting the products to Brunei, Indonesia, Singapore and Middle East countries.

In July, Siti signed a contract a British toiletries company, Standard Soap for producing SimplySiti new products such as shampoo, anti-perspirant and other toiletries for release in February 2011, which could worth up to £5 million for the first three to four years. A limited gold edition of SimplySiti products with her signature was released in late August especially for Hari Raya Aidilfitri and a month later, a new collection known as "SimplySiti Glam Red" was released with five new hues for the lipstick collection.