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UNIVERSITI
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MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

**CASE STUDY
DEMICA BEAUTY SDN. BHD**

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1.0 Executive Summary

The case study is important to evaluate the company's background, company's analysis as well as the company's problems all alternatives that the management has provided and wants to know more about the products sells and how the marketing is conducted by the company. In this study I will be able to find out what kind of strategy the company is implementing to gain the trust of costumers. Because of we are in PKP, the methods that I used to study the analysis is interviews with the management of the company through social media and review from people that already have purchased the products.

As a result, I choose SyahMimi Product as a personal entrepreneur who runs Demica Beauty Product. I choose their product because of impressed their sacrifices from nothing to something to everthing.

The good nature of entrepreneurship in the business makes it possible for the company to benefit more consumers. The hard work put by Demica Beauty has made them famous for high quality products and affordable price. This has allowed the company to remain in the cosmetics industry for a long time. In this study, I obtained data and information from internet sources and programs by Uitm with the founder of Demica. I started this study after gathering the relevant information.

2.0 Entrepreneur Profile

2.1 Entrepreneur Background

Demica is the one of beauty product. The company was founded by husband and wife, Nik Amirah Syamimi and Nik Muhd Syahiman. They both born in Kelantan and has been in business for 6 years. Nik Amirah Syamimi was come from poor family, the narrowness of life experienced since young make her to change the fate of herself and her family, this situation was very effecton whe she lost her father. She did not want her sibling to continue to feel the hardships they were going through, because of that she runs a business for the family.

Before this, Nik Amirah Syamimi used to do a lot of work before she got to where she is now, even though she did not have a high academic qualification. Among the jobs she has done are working as a model, works in the night market, does small business and more.

She took a brave decision to quit her studies and she has worked successfully make her own product. With brave effort for help their family, she has managed to open its own branch. This strong woman prove that every individual can be successful if they have confidence and work hardly.

2.2 Background Business

Formerly this product was known as SyahMimi, after a few years, they change the name of product to Demica and the meaning is "demi cantik". Demica Beauty is a new in the world of entrepreneurship in 2015 at Pasir Mas, Kelantan.

Since its inception in 2015, she has trained more than 3,000 entrepreneurs throughout Malaysia and some of his participants are now able to achieve sales of thousands a month and some have achieved sales of RM3 million a year. More proudly, the achievement was achieved by entrepreneurs under the guidance of Demica HQ Beauty who are mostly housewives, university students and youths in their teens to 20s. Company also opens up job opportunities to the public such as dropship by providing free training.

The company makes physical products as beauty and health products that are produced using the company's own formula, it is to get good quality to ensure trust in customers. The most popular brand of Demica beauty products is Demica whitening lotion.

Demica Beauty Company also markets products in 5 countries, total of products is 437 000. Among them are Brunei, Indonesia, Singapore and Vietnam. Not only that, but the company also does promotions such as advertisements, sales promotions, and public relations, it advertises their products through social media, radio and television it is because to attract customers to their products. Demica companies actively promote their products so that their products are known to the public and gain customers.

As a leader in the beauty and hygiene industry, the company faces fierce competition as there are many more recognizable products.

2.3 Vision And Mission

1. Vision – Want to be known around the world.
2. Mission - Want to produce millionaires under demica beauty and also want to produce many entrepreneurs.