



اَوْنِيُوْزِ سِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ فَاوَا
UNIVERSITI
TEKNOLOGI
MARA



NIEEQ BEAUTY MALL

FACULTY & PROGRAMME : **FACULTY OF ART AND DESIGN & FINE ART (AD118)**

SEMESTER : **4**

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EXECUTIVE SUMMARY

Nieeq Beauty Mall Company offers cosmetic products and services for customers. It provides a wide variety of products such as foundation, eye shadow, lipstick, supplements and more. Nieeq beauty Mall customers are customers who identify the classes they want. The target audience for Nieeq Beauty Mall is women because all women want beauty in themselves. Products from this store also have a Halal certificate.

For the target audience, they target women who want to take care of their own beauty, because there is no woman who does not want beauty. With beauty we can increase our self-esteem or self-confidence if we have a beautiful spirit. Women will shine when they are happy. For the target audience, they target women who want to take care of their own beauty, because there is no woman who does not want beauty. With beauty we can increase our self-esteem or self-confidence if we have a beautiful spirit. Women will shine when they are happy.

The nieeq beauty mall company provides reasonable prices for the products sold and this causes the company to attract more customers. For the sales strategy of the Nieeq Beauty Mall Company provides a wide range of quality, halal and MOH approved products for customers and reasonable prices with product quality. In addition, the company provides good service to customers by ensuring that its employees maintain customer-friendly manners and speech.

1. **ENTREPRENEUR PROFILE**

- 1.1 The founder and owner of Nieceq Beauty Mall named Pn Nik Adilah binti Nik Pa, she is 37 years old and lives in Kampung Hutan Rebana, Machang, Kelantan. He is married and has 5 children. Her husband is named En Mohd Azmi bin Zakaria. Puan Nik Adilah's level of education is a Master's Degree.

Nieceq Beauty Mall is a cosmetics and beauty based business. A wide variety of cosmetic products and supplements are available at Nieceq Beauty Mall. It was one of Malay successful business in Bandar Machang.

1.1.1 Entrepreneur Background

Nieceq Beauty Mall is a Bumiputera owned business. This business is based in Machang Town, Kelantan. The address of this shop is at No 36, Jalan Dato 'Hashim, 18500 Machang, Kelantan. The contact phone is 016-5954322. Nieceq Beauty Mall was established in 2016. It started operating with only a few staff and now its staff has increased to 16 people. It turns out that the strategic position makes this business get the focus of many customers to get various types of products sold.

Puan Nik Adilah binti Nik Pa is the owner and CEO of this company and is assisted by her husband En Mohd Azmi bin Zakaria as an accountant. Nieceq Beauty Mall has a staff of 16 people to assist in the operation of this store.

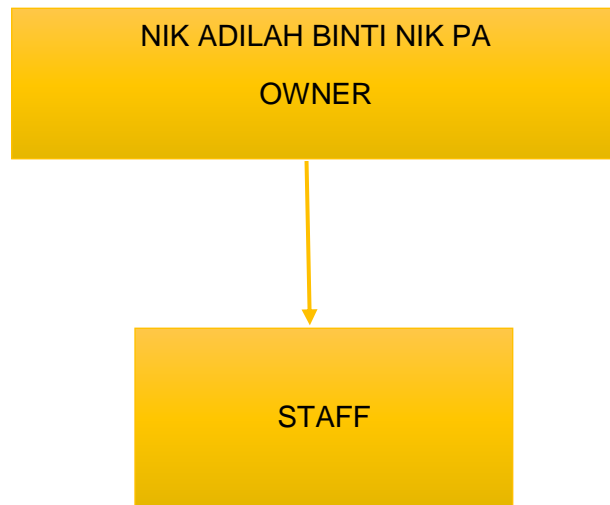
1.1.2 Background of Business

Nieceq Beauty Mall is a business run by a woman named Nik Adilah binti Nik Pa. Nieceq Beauty Mall specifically sells a wide variety of cosmetic products and a wide variety of food supplements. The owners choose to run this business because the demand for cosmetic products is increasing every year. Cosmetic products also have a wider opportunity to be marketed.

In general the company is seen to have the potential to grow as the demand for cosmetic products grows from year to year. In addition, exposure to the importance of dermatology in daily life is also seen to have grown in all ages of adolescents and adults.

Various types of products and designs that can be used at Nieceq Beauty Mall including Nafura cosmetic products, Demica, Cleo, Mustajab Lotion, Ratu Kebaya Lotion, Yusmira Lotion, various types of herbs, lipmate and many more types of products that can be used. All items sold are approved by the Ministry of Health.

1.1.3 Organizational Structure / Chart



STAFF	ROLE	RESPOSIBILITY
OWNER	Owner of company Nieceq Empire	- manage the company and staff salary
STAFF	Sales assistant and promoting	- Make sure all product always in good condition