



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكُوْلُوْ كِيْ مِيْمَارَا
UNIVERSITI
TEKNOLOGI
MARA



WANA BEAUTY MALL

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

SEMESTER : 4

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EXECUTIVE SUMMARY

Wana 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. The target audience for Wana Beauty Mall is women because all women want beauty in themselves. Products from this store also have a Halal certificate.

Wana beauty mall's desired target is women who want to take care of their own beauty, because there is no woman who does not want beauty. Women will shine when wearing beauty products can make them 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 self -confidence or self -confidence if we have a beautiful spirit. Women will shine when they are happy.

The Wana 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 Wana 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 manners and friendly speech with customers who visit the Wana Beauty Mall.

1. ENTREPRENEUR PROFILE

1.1 The founder and owner of Wana Beauty Mall named Siti Salwana Binti Pattah, she is 30 years old and lives in Kubang Kerian, Kota Bharu, Kelantan. She is married and has 3 children. Her husband's name is Mr. Mohd Kimie.

Wana Beauty Mall is a business based on beauty cosmetics and clothing. A wide range of cosmetics, beauty products, clothing and supplements are available at Wana Beauty Mall. This is one of the largest business successful Malays in Kubang Kerian, Kelantan.

1.1.1 Entrepreneur Background

Wana Beauty Mall is a Bumiputera owned business. This business is based in Kubang Kerian, Kota Bharu, Kelantan. His contact phone is 013-6339516. Wana Beauty Mall was established in 2015. It started operating with only a few staff and now its staff has increased to 13 people. The strategic position makes the business name Wana is the focus of many customers to get various types of products sold at Wana beauty mall.

1.1.2 Background of Business

Wana Beauty Mall is a business run by a woman named Salwana her short call is wana. Wana Beauty Mall specifically sells a wide variety of beauty cosmetics products, clothing and a wide variety of supplements. The owners choose to run this business because the demand for cosmetic or beauty products is constantly increasing every year. These beauty cosmetic products also have a very wide opportunity to be marketed.

Various types of beverage beauty products and designs available at Wana Beauty Mall including Brilliant Whitenning cosmetics, Glow Glowing, Okaya, Gulsan, Baby Skin Cleanser, Demica, Cleo, Mustajab Lotion, Ratu Kebaya Lotion, Yasmira Lotion, lipmate and many more type of herb,. All items sold are approved by the Ministry of Health Malaysia.

1.1.3 Organizational Structure / Chart

Siti Salwana Binti Pattah

OWNER

Staff

1.1.4 Product / Services

Various types of cosmetic products of various brands can be found at Wana Beauty Mall including cosmetic products from Brilliant Whitening cosmetics, Glow Glowing, Okaya, Gulsan, Baby Skin Cleanser, Demica, Cleo, Mustajab Lotion, Ratu Kebaya Lotion, Yasmira Lotion, lipmate, Fiber Meal, Maryam Milk, Banana Milk, Maaez Milk, children's and adult clothing, Platinum Juice drinks and many more again.

ENTREPRENEUR COMPETENCIES

2.1 Among the entrepreneurial competencies possessed by selected entrepreneurs are:

- i) A considerate and responsible leader
- ii) A person who is wise in dealing with problems
- iii) A disciplined and consistent person
- iv) People who are far-sighted and broad-minded