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1.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. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone call and review from people already have purchased and taste the products. But here, my case study is individual because we are in PKP. So, I already chose the products in google.

Based on the findings during the google search, the idea of making cosmetic products that created by Demica Beauty by Amirah Syamimi . This business started since early 2016 with her husband which is determined to share the benefits and helps many people out of trouble .

Amirah Syamimi , introduce her first product which is demica whitening lotion under her brand by Demica Beauty on early 2016 . In just a few months, the products made from natural ingredients became a phenomenon when it sold for almost hundred thousands . Amirah Syamimi said that she really appreciated her customer and she decided to put out new item which is Demica Lipmatte . The new lipmatte out with many choices of beautiful colours and vanilla smells .

The main content in their lip matte consist of avocado oil, bee swax and shea butter . The most important thing is, it does not contain any chemicals and free paraben. So, I am very sure that their product is safe for any skins and lips. It is possible if this product has many feedbacks from their customer and they also have regular customer that always waiting for new version . Demica Beauty also promote their business and products through advertisement in the Social Media such as Facebook, Instagram and so on where they update any discount promotion to their customers .

Kekasih vision is they aim to help many people outhere and committed to giving birth to the first millionaire under Demica Beauty . She also wish to be a well known founder of cosmetic product.

2. BUSINESS DESCRIPTION

1. Name of Company

Demica Beauty is all well known cosmetics company in Malaysia since 2016 . The company was founded by Amirah Syamimi . Name of “DEMICA” given because of her son (Syah Rayqal) , with her husband (Syah Suzuran) .

2. Background of The Company

- Name : **Demica Beauty**
- First launched **in early 2016 through Demica Whitening Lotion**
- Was promoted at
 - **Instagram : demicabeautyhq**
 - **Facebook : DemicaBeauty**
 - **Radio**

3. History of Company

Demica Beauty was founded by Amirah Syamimi . The products was launch in early 2016 . This products comes with Whitening Lotion, Lipmatte with affordable price . Then, next products by Demica are Demica Metabolism Booster, Demica Serum, Demica Cushion Foundation, Demica Bengkung and Demica Makeup Colloction . Their products have been sold almost hundreds thousands .

She already realized that competition in selling the same products is fierce because we also know that now day many people sell the same products, but they stay optimistic and glad, with her own brand . She also use a tagline which is ‘ Nak Cantik ? Gunalah Demica’ as symbolic for the promotion of all Demica items .

Demica Beauty always use the concept open space for housewives or for who want to make extra income by joining their team to be agent or stockist under Demica .

LIST OF THE PRODUCTS BY DEMICA BEAUTY

1.	DEMICE WHITENING LOTION
2.	DEMICA LIPMATTE OOTD
3.	DEMICA SERUM
4.	DEMICA METABOLISM BOOSTER
5.	DEMICA BENGKUNG
6.	DEMICA CUSHION FOUNDATION
7.	DEMICA MAKEUP COLLECTION

3.ENTREPRENEURIAL CHARACTERISTIC

Characteristic of Amirah Syamimi have her own style to manage her business even she's a wife to her husband and her 3 children . She very strict in handling her business especially in choosing the ingredients to be placed in her products because she wants to makesure that her products safe to use .

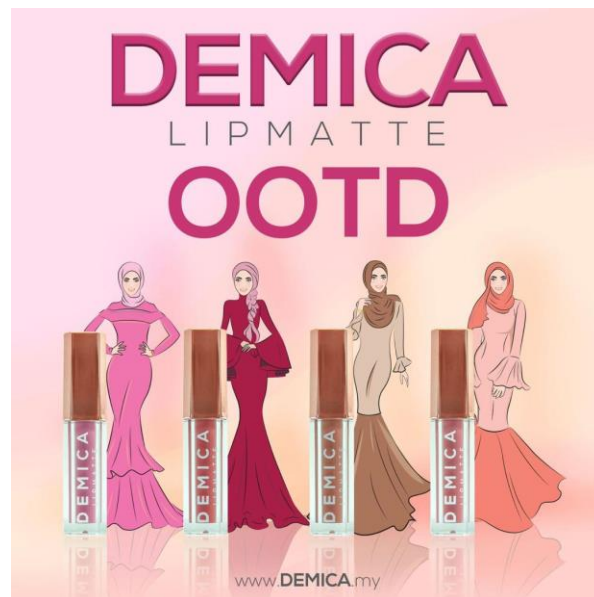
She also have a kind and beautiful heart because she are not selfish doing business, why? Because she always use the concept open space for housewives to earn more income by selling Demica Products . And she also hope that the Demica brand afford to give birth thousands entrepreneurs under her products .

Amirah Syamimi have her own credibility that can attract other women to be like her which is genius, pretty and intelligent in business management and business marketing. For example, Amirah Syamimi who are the main founder of Demica Beauty , eventhough she is serious in business, but her character is so funny, but she always inserts about her product and yes, it is their marketing strategy. She always shared about their life in social media, so that everyone can know about her life using her own products. She always updates about where she goes and what she does but she still wearing her products . Many women were very adorablewith her .

4.APPENDICES



- DEMICA WHITENING LOTION



- DEMICA LIPMATTE OOTD



- DEMICA SERUM



- DEMICA METABOLISM BOOSTER



- DEMICA BENGKUNG



- DEMICA CUSHION FOUNDATION



- DEMICA MAKEUP COLLECTION



- DEMICA OFFICIAL LOGO