



اَوْنِيُوْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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DIPLOMA IN TECHNOLOGY AND OFFICE MANAGEMENT (BA118)

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

VIDA MAGNIFICENCE

INDIVIDUAL ASSIGNMENT

SUBMITTED TO:

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EXECUTIVE SUMMARY

Essentially, this contextual investigation is about the foundation of Dato Dr. Hasmiza Othman or known as Dato Vida. She is the proprietor of Vida Magnificence Organization. Dato Vida has delivers a great deal of magnificence and wellbeing items. Vida Magnificence is a notable organization. For this situation study, I might want to share about the business person and a couple of things that everybody should think about Dato Vida and Vida Excellence Sdn. Bhd. There are numerous difficulties that Dato Vida needs to look before become a fruitful business person. Notwithstanding, every one of the accomplishments by Dato Vida can be incredible models and aides for individuals who likes to begin their business.

Business Description

1.1 Business Background

Most importantly, Vida Magnificence is the acclaimed brand of wellbeing and excellence network in Malaysia. This venture organization began in 2006 established by Dato Dr. Hasmiza Binti Othman or individuals call her as Dato Vida at Ipoh, Perak as a little activity. Dato Seri Vida has become a notable business person because of the Vida Excellence. She does advancements to organization branches all through Malaysia.

In 2017, a sum of 38 Vida Magnificence branches were opened all through Malaysia. Vida Excellence Sdn. Bhd. delivers and fabricated different excellence and wellbeing items. At that point, the complete of representatives Vida Magnificence is 120 who are qualified and intense in help increment organization association targets.

Then, numerous tributes from clients of this present organization's items that show their happiness with the viability of the items they have utilized. With this, Vida Excellence items can get with Stockiest in Malaysia and abroad. The analyst will portray three showcasing blends about Vida Magnificence Sdn. Bhd. which will be delivered in the investigation. This organization produces material science items in particular magnificence and wellbeing items created with its own recipe by the organization business people. The popular Vida Excellence item marks are Qu Puteh and Pamoga.

From that point forward, Vida magnificence and wellbeing makeup need item accomplish the Worldwide and Worldwide norms level in wording showcasing, business virtual. Workers Vida Excellence organizations have their own commitment by accomplish the target that as of now plan by Vida Magnificence the board to raise the organization name and build up the business.

At that point, Vida Magnificence Sdn. Bhd. likewise oversaw advancements like showcasing, deals advancement, publicizing, and advertising. The organization advanced their items through TV to draw in purchasers to their items. Vida Excellence Sdn. Bhd. doing this advancement so their items are known to many.

Besides, Vida excellence has numerous branches and will additionally extend the Vida Magnificence's Makeup and Wellbeing into Worldwide and Global level by utilizing the publicizing, advertising, Virtual Business or Deals by advancement by program show as indicated by certain progressions Mission sort out by Vida The executives Magnificence itself.

1.2 Business Milestone (or) Business Achievement

The successful company already predefined their advertisements into certain segments. Advertisements about the company's products in the mass media have a cheerful and fun concept. Vida Beauty Sdn. Bhd. also carried out distribution activities by marketing their products throughout Malaysia, Singapore, Brunei and Korea. Among the places these products are marketed are in Perak, Kuala Lumpur, Terengganu, Kedah, Penang, Kelantan and many more. They have 180 sales of trucks and long distance trailers to ensure products delivered on time and met at each branch.

Then, Vida Beauty have their organized and effective planning, they had 38 branches successful in some countries namely Perak, Kelantan, Penang, Terengganu, Kedah and Kuala Lumpur. To date, the total of Vida Beauty employees is 120 who are qualified and tough in making the improvement to achieve the high targets and handle by company management.

After that, Vida employees are very serious and committed in every section, they are very committed to make the goals become reality and organized systematically in order to blow up and develop Vida Beauty Cosmetics and Health wing into International and standard by using marketing, virtual business, advertising and sales by promotion through the presentation of the into positive changes.

1.3 Entrepreneur's Personal Background

Datuk Seri Vida or better known as Dato Vida is born 24 October 1971. She is a Malaysian entrepreneur from Kelantan. Dato Vida is the founder of Vida Beauty Sdn Bhd. He decided to venture into this field and left her career as teachers. The school she teaches at is Sekolah Menengah Kebangsaan Poi Lam, Ipoh Perak. Dato Vida embarked on a move to expand his product across the country using a quality product that processing in Malaysia. Then, she has been in this business for almost 16 years. She has four children, but she had lost her two sons when the incident her house on fire in 2013. Next, this is her education journey starts with Bachelor of education Universiti Sains Malaysia Penang (USM) in department of business. Then,