



**UITM KELANTAN CAMPUS MACHANG
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
FUNDAMENTALS OF ENTREPREURSHIP (ENT300)**

CASE STUDY – ASSIGNMENT 1

ANISSA BEAUTY HQ

(Magic i-Lips)



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1.0 EXECUTIVE SUMMARY



The company that I have choose is Anissa Beauty Hq that sold Lips product. The main product of this company is a lips balm known as Magic i-lips. Then, this company also produce another lip products that's limited only which is lips scrub, lip tint and lipstick.

What is the best about their Magic i-Lips is they do not have the specific color. When we put that lip balm on our lip that will turn into our lip blood color. The main ingredients in their signature Magic i-Lips is argan oil. So, with Magic i-Lips we are not only can be beautiful but also can treat lip problems. Common lips problems that argan oil can help are dry lips, cracked lips, sunburned lips, dark lips and also cold sores. That is because their use argan oil as their main ingredients in Magic i-Lips.

Their social media hq also share many type of lip care hacks such as always scrub our lip, drink lot of plain water and choose a best lip balm is important. Then, the price of Magic i-Lips only RM39. The price is reasonable and students also can afford to buy it. They also have more than 100 agents all around Malaysia. For now, Annisa Beauty Hq is produce a limited edition item which is lip tint known as i-Lips tint.

On the picture above, that's show the packaging of trial for Magic i-Lips. That was sold with a more affordable price which is only for RM10. But, that's limited edition. Now, magic i-Lips only at standard size also with affordable price which is RM39.

2.0 OWNER BACKGROUND



Anissa Beauty Hq was founded by Anissa Faizul or known as Nissa. She was born on 4 January 1998 and now she is 23 years old. She started to be well-known when she was married with a famous content creator in Youtube which is Syahmi Sazli. Before this, she also a model in small clothes business and she used to be one of the actor in her husband's short film. She started to be an actor in Syahmi Sazli short film since 2017.

After a few years she was being an actor in Syahmi Sazli's small film. They finally getting married on 2019 and now they have a beautiful daughter named Ainul Mardhiah. After they got married, Annisa was inspired to be a businesswomen and finally first edition of Magic i-Lips was produce. She not taking SPM examination because she was learned skills in vocational college. After she started ventured into business, she become increasingly known in social media. Now, she has almost 1.1 million followers in Instagram. Her business also increasingly successful and well-known.

After she and her team struggling make Anissa Beauty well-knowned by people, now Anissa Beauty have open their own Office at Kota Bharu. Other than that, She also a kind hearted person. Every Thursday, Annisa and her team make a food funding in front of their office. She also always gave present to her employees and she such a good leader. She also joined many famous marketing class such as Sifubads. Before this, her business used to be slowed because of lack of knowledge in marketing. After, she learn more about business and marketing and finally her name is well-knowned all around Malaysia. A business without skills will maintain but not growing.