



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF
ENTREPRENEURSHIP
(ENT300)**

CASE STUDY

AINAA Empire Sdn Bhd

(Hafiz Mahamad & Syafiqah Aina)

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Submission Date:

6th May 2021

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EXECUTIVE SUMMARY



The company that I have been choosing is AINAA Empire (M) Sdn. Bhd. This company is belonging to Hafiz Mahamad as founder of AINAA Empire (M) Sdn. Bhd which the great ideation came from his wife Syafiqah Aina who is a well-known model at previous. Another name that well-known for this company is AINAA Beauty and this company was included in the cosmetic manufacturer which has been established since 20th January 2018 in Malaysia. Therefore, the company's address is B-7-7 7 Ostia Jalan Ostia Utama Taman Ostia Bangi Bandar Baru Bangi Selangor 43650 Bangi, Selangor.

AINAA Beauty not only focused on skincare product but they are also produced cosmetic product that sold with affordable price for consumer to get the best result. Initially, AINAA Beauty only have serum and cleanser as skincare and then expanded with sunscreen, moisturizer and oat scrub mask. Other than that, the cosmetic products that have been produced are AINAA palette, blusher, foundation and lipmatte. Hence, consumers are satisfying with the products that have been produced.

AINAA

AINAA
Cleanser
50ml



AINAA
Scrub
100ml



AINAA
Serum
15ml



AINAA
Sunscreen
20ml



AINAA
Avacado
30ml



ENTREPRENEUR PROFILE



Abdul Hafiz Harisuddin Mahamad (Hafiz Mahamad) is the founder of AINAA Empire (M) Sdn Bhd, which was inspired by his wife, Nursyafiqah Aina Abdul Wahab (Syafiqah Aina), who was a well-known model in the past. Another well-known brand for this company is AINAA Beauty, which was included in the cosmetic manufacturer that has been operating in Malaysia since January 20, 2018. The business is located at B-7-7 7 Ostia Jalan Ostia Utama Taman Ostia Bangi Bandar Baru Bangi Selangor 43650 Bangi, Selangor.

Essentially, the results I found showed that Hafiz Mahamad entered the field of business because he wanted to improve his life after having difficulties as a teenager. His wife had skin issues as a result of the use of makeup while posing as a model, so the idea for these skincare items came from her. In addition, his face has blemishes from acne and has dull skin disorders, rashes, and allergies.