



Faculty of Computer and Mathematical Sciences

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ENT 300

INDIVIDUAL CASE STUDY:
(WAWA COSMETICS – WAWA ZAINAL)

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1.0 Executive summary

The overlook of this case study is that I was able to study, identify and see the existing problem that needs to be solved in a real-life situation

The entrepreneur and its business that I choose as my entrepreneurship source of information are Wawa Zainal a founder of Wawa Cosmetics. They sell various types of cosmetic products that they develop through their experience. There is no specific location of where the location of their shop at but Wawa Cosmetics is online shopping and assign dropship agents to push their products all around Malaysia. As the latest best achievement, there has a warehouse located at Bandar Baru Bangi, Selangor. All the stock from the factory will be picked up by the agent and stockist at the warehouse.



This company is run by Malaysian celebrity couple Aeril Zafrel and Wawa Zainal. This business was originally owned by Wawa Zainal while her husband was the Chief Executive Officer. Wawa Cosmetics is under a subsidiary company that is Respected Citizen Sdn. Bhd.

Based on my research on the internet, Wawa Zainal started the first product in 2016 but failed due to other commitments and lack of entrepreneurship skills. The first product is Wawa Softlens. In the middle of 2018, Wawa Zainal improved her skills by doing countless research and studies for about two years to rise from failure. She began to sell cosmetic products and did not expect the response from the customer was quite great. Finally, Wawa Cosmetics officially established in 2018 with the support of her husband. Recently, Wawa Cosmetics had launched a new cosmetic product that is, Wawa Gift Set. The couple was planning to produce this new product for 3 days and 2 nights continuously. The main idea of this product is to keep appreciate a woman. There are 13 items in an exclusive box.

We can conclude that Wawa Zainal had through uncountable obstacles before she made her success. From this, my research is to detect the positive and negative factors that influence their carrier and Entrepreneurial Competencies such as persistence, concern on high quality of works, use influence strategies and information seeking that made them successful entrepreneurs

2.0 Introduction

2.1 Entrepreneur profile



Nur Hawa Binti Zainal Abidin or known as Wawa Zainal was born on 12 March 1991 in Lahad Datu, Sabah, Malaysia. She is a Malaysian actress and model before she is dabbling in the entrepreneurship fields. She is best known for playing Bunga in the drama series Ana Lu'lu. She was the 8th daughter of 11 siblings. Wawa attended school as St. Dominic. at Lahad Datu. Before entering the world of acting, Wawa first went into the modeling industry at the age of 12. She was married to Suhairil Sunari or known as Aeril Zafrel in 2013 who was also a Malaysian celebrity. This couple was given 3 children.

According to one of her interviews in Entrepreneur Insight, Wawa Zainal exposed her interest to enter the business industry by launching his first product which is Wawa Softlens. It is an eye contact lens product but she failed to further her business because of her lack of focus and a lot of commitment.

Wawa Zainal has been nominated among the 100 youngest influential entrepreneurs in 2018 along with her husband, Aeril Zafrel. This impressive achievement from Wawa Zainal will boost up her influence on the public. Wawa