



**Faculty of Computer and Mathematical Sciences**  
**UNIVERSITI TEKNOLOGI MARA KELANTAN**  
Semester March – August 2021

**ENT300**

**(FUNDELMENTAL OF ENTERPRENUERSHIP)**

**CASE STUDY**

**BOUGAS BEAUTY**  
**(ERNI AMANINA AMIN)**

---

NAME: NUR NABILA BINTI ISMAIL

CLASS: CS1104A

ID: 2019236094

---

Submission Date: 08.05.2021  
Prepared for: MADAM NUR HAZELEN BT MAT RUSOK

## **TABLE OF CONTENT**

<b>CONTENT</b>	<b>PAGE</b>
<b>EXECUTIVE SUMMARY</b>	<b>3-4</b>
<b>ENTREPRENEUR PROFILE</b>	<b>5-7</b>
<b>ENTREPRENEUR COMPETENCIES</b>	<b>8-10</b>
<b>APPENDICES</b>	<b>11-13</b>
<b>OVERALL REPORT</b>	<b>14</b>

## **1.0 EXECUTIVE SUMMARY**

At the end of the case study, I managed to get a lot of knowledge about businesses in the real world. I also get opportunity to analyse the business's strength and weakness. From this case study also, I managed to identify the aspects that can be approved over time.



I choose to study about Bougas Beauty which is one of the best face products Malaysia. In this case, I had identified the type of business that this company had. The type of business that this company use is partnership business. This is because this product was created with toleration between a husband and wife or we called as business partner. Bougas Beauty has been recognized by all people in Malaysia citizens. This is due to the insufficient of face products that offers variety selection of the products.

Products that were offered by this store was face cleanser, face serum, face scrub and so on. Bougas Beauty celebrates beauty for all-being, men and women equally. Bougas Beauty believes in producing quality skin care products that tackles the concerns of Asian's skin community. Bougas Beauty strives to break the judgement on local products and be alongside with international brands, gradually.

Method that I used to study for this mentor was using an internet as the resources to get all the information about the company and the products. While studying for this mentor, I have identified a few methods in the business process. First of all, the business have a marketing strategy by using an artist to promote their products. For example, they promote their products in social media such as Instagram and Facebook.

Next, the operation activities. They have a good system to make sure their business going well. Last but not least, for the service, this business have agent and they did give a good services to the buyers. For instance, when buyers want to buy the products, they need to contact the agent and the agent will response to them as soon as possible. I analysed using an observation based to all the feedback and response to the products.

## 2.0 ENTREPRENEUR PROFILE



Bougas Beauty represented by both founders, Ms Erni Amanina Amin and Mr Muhammad Faisal Salehuddin. The unpretentious but intelligent image interacts, believes in natural talent, Erni Amanina Mohamad Amin, 27 which is affectionately called Erni gain popularity as a model and an influencer in social media. After graduating from Kota Bharu Polytechnic, Kelantan, specializing in business studies, he has nearly 150,000 followers and wants to make the medium to share positive things that can be follow by his followers.

She used to be a Muslimah model. She only did a small business looking for extra money untill get inspired to make her own beauty product brand, Bougas Beauty HQ. The two aspect of her career were very different. For now, she is more focused on her own business, which is Bougas Beauty and at the same time, she will divide the work time does not collide.

The average of entrepreneur who has managed to build their own empire, one of the reason is because of their family, so does Puan Erni. Her mother works in the school cafeteria and her father does not work. This is one of the 'big why' she is serious and focused on this business. At first, she used to join the Missing Chapter Return seminar, but she so happy because she don't have a business anymore.