



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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i. Acknowledgement

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ii. Executive Summary

Ainaa Beauty Skincare is a cosmetic manufacturer that has been operating in Malaysia since January 20, in 2018. The founder is, Hafiz Muhamad once experienced difficulties in life and good through the business world. This has inspired the young men out there to always strive and able to stand on their own two feet.

In the beginning, the idea to set up Ainaa Beauty Skincare came from his beautiful wife, Syafiqah Aina, who is a famous model. The great ambition to produce their own cosmetic products began with when Hafiz's wife had problems such as dull skin, acnes and allergies which cause blemishes on her face.

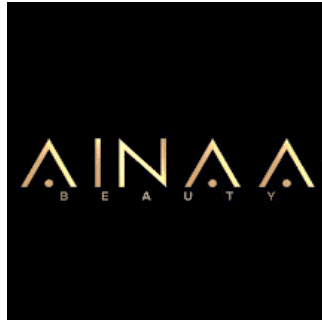
The first step in the business was when they decided to formulate their own serum and cleanser called AINAA Serum and AINAA Cleanser from a Malaysian-based cosmetics products, they have received over 20,000 orders from customers. The biggest success that Ainaa Beauty Cleanser has ever achieved is when a total of 4000 client engagement were recorder under Ainaa Beauty Skincare involving other countries in such as Brunei, Indonesian and Singapore in such a short period of time.

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2.0 INTRODUCTION

2.1 NAME OF BUSINESS



The name of business is Ainaa Beauty Skincare, a cosmetics company that offers a variety of cosmetic products such as Ainaa Cleanser and Ainaa Serumm. Ainaa Beauty Skincare has also been establish in Malaysia since 20th January 2018. The company is led by Hafiz Mahamad and his wife, Syafiqah Aina. Ainaa Cleanser has become the first product of Ainaa Beauty Skincare and has been in high demand in the market. Already entering its fourth year, the company is thriving and has hundreds of stokist and agents working under it including myself. Ainaa Beauty Skincare products get the attention of many people because they are suitable for use by both men and women.

2.2 ADDRESS OF BUSINESS

Ainaa Beauty Skincare operates their business at 7-53-3, Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. The operating hours of the company are on Monday to Friday from 9.00a.m. to 6.00p.m. and close on the weekend. In addition, Ainaa Skincare has also created a website and several social media accounts for online purchases process. Customers can contact us directly or get our products online at these following official accounts:

- <http://www.wasap.my/0134189468>
- Facebook: AINAA BEAUTY
- Website: <https://www.facebook.com/Ainaabeautybyqis98>