

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

This case study provides a background of the company as well as an analysis of the company's sales performance. The owner of Belleza Beauty and Health is a partnership business and focused on selling a variety of products that consist of beauty, health and also DIY repairing products. The brand Belleza Beauty & Health and now known as Erisyaa Cosmetics is operated in small shops located at Taman Tasik Prima, Puchong. This case study also discusses the problem that Belleza Beauty and Health is experiencing, as well as the solutions to the problem.

The method used to study the case is using primary sources which refer to data which does not exist created by researchers who collect it through surveys, interviews, experiments and observations. We collect the information through interviews with the owner of the company and observation as one of the customers of the company. We also employed secondary data, such as web research. We are able to prepare the company's Business Model Canvas through data collecting, which is crucial because it is a strategic management tool that allows us to conceive and assess the business idea or concept. It illustrates the strength of the organization, which provides a variety of products that consist of beauty, health and DIY repairing products. This also demonstrates particular pathways to be developed for the organization's future strategy.

The result from the data that had been collected shows that Belleza Beauty and Health still could improve their sales performance by solving the problems. This will result in a rise in the number of loyal customers for the firm. The case study finds that the company had faced many problems regarding their low attraction due to many competitors and decline in sales during Covid-19 outbreak. The significant weakness necessitated modifications and fast action by management.

There are recommendations in this case study for the best solution that the organization could implement. This case study also looks at the fact that the analysis is limited. One of the constraints is that the corporation must find another solution to its challenge.

1.0 INTRODUCTION

1.1 Background of the Study

Principle of Entrepreneurship (ENT530) is an elective subject required of all UiTM students pursuing a Bachelor's degree. The goal of this course is to expose students to the world of business. The case study is one of the assessments in Fundamentals of Entrepreneurship, which requires students to analyze a real-life business situation. In this case study, students must interview any organization or business to determine the problem that the organization or business was experiencing. Case studies have the advantage of allowing students to take command of a situation and analyze important facts in order to solve problems.

Following that, students can collect important information and identify the problem as well as potential remedies. As a consequence, it aids them in making decisions about how to address the company's or business's difficulty. As a consequence, Belleza Beauty & Health has been chosen as the topic of our case study evaluation. The process of completing this case study, we may also learn how to be a successful entrepreneur in terms of the difficulties or obstacles encountered when running a business.

Students will gain insight into how to improve their businesses in the future by completing this case study. This will help students because they will need to think critically about how to improve their business's operations, sales, and marketing.

1.2 Purpose of the Study

The purpose of this course is to provide a fundamental understanding of entrepreneurship through the eyes of a single entrepreneur. The focus is on the entrepreneurial attitude and decision-making process that an individual confronts when he pursues entrepreneurial possibilities, launches new businesses, and runs the business.

For this case study, a group of students consists of 5 members each required to choose one small/micro business and run a case study through online interview in order to fulfill the requirements of subject ENT530. Students must learn as much as they can about the company. For instance, the company's history, products, marketing strategy, business performance, and so on. Furthermore, students must identify many challenges that the organization is experiencing. As a result, in order to overcome the problems, students will analyze the problems encountered and find a suitable solution. Working on this case will introduce students to how a firm or business works and conducts their operations.

A partnership company named Belleza Beauty & Health that provides products that consist of beauty, health and DIY repairing products was chosen in conducting this case study. An interview was conducted with the company's owner to obtain information and problems encountered throughout their business. The group must do a SWOT analysis on the organizations and identify the problems they face. Students must offer a suitable solution to improve business performance.

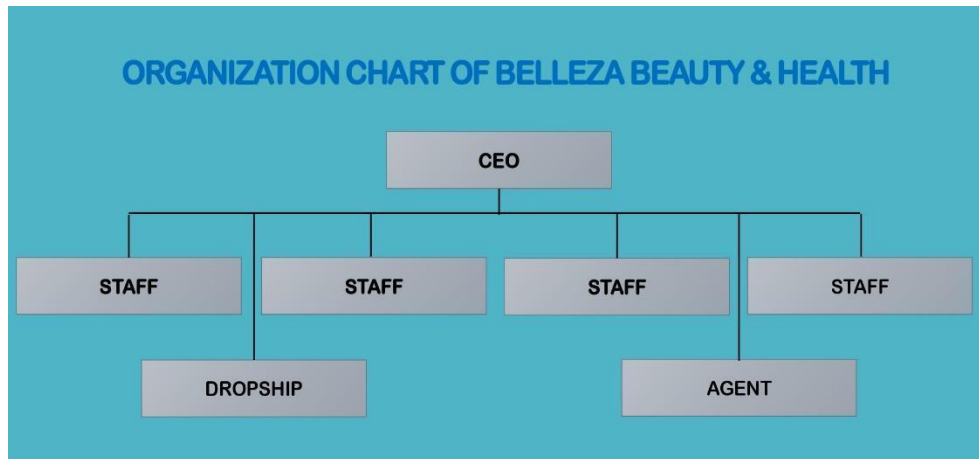
2.0 COMPANY INFORMATION

2.1 Company Background



Name of business	:	Belleza Beauty & Health established in 2019
Business address	:	No 18-3 Prima Biz, Hub Jln, Tasik Prima 5/1, Taman Tasik Prima 47100 Puchong Selangor
Operating Hours	:	Monday - Friday (10 am – 6 pm) Saturday - Sunday (12 pm - 6 pm)
Gmail	:	belezzabeauty2019@gmail.com
No. phone	:	03-80667449
Established	:	2019
CEO	:	Nur Azmarisya Binti Bajjuri
No. of worker	:	4 people
No. of agent and dropship	:	30 people
Monthly Profit earned	:	RM 15,000 – RM 30,000 (During Covid-19)
Largest profit achieved	:	RM 50,000 (Before Covid-19), RM 10,000 (During Covid-19)

2.2 Organizational Structure



2.3 Product/Services

No.	Collection
1	Erisyaa Facial Cleanser
2	Slim Product
3	Product For Pregnant Women
4	Waterproofing Home Product (DIY Repairing Products)
5	Facial Treatment Services

2.4 Business, marketing, operational strategy

Belleza Beauty & Health offer a variety of products and prices that consist of beauty, health and DIY repairing products. They promise to make the price worth with the functionality of each product. They constantly keep their product prices modest and cheap in order to attract customers from teenagers and adults, precisely, 18 years old and above. Customers are usually looking for high-quality products so the company keeps its prices low in order to boost sales. Belleza Beauty & Health also have their own manufacturer and they will make sure all of the products were tested in their lab before being sold on the market. Aside from the quality of the product itself, the business located in Taman Tasik Prima has a good opportunity to attract nearby customers, and they also try a more refined approach because the business is located in a strategic location that also has a business atmosphere, such as in this location close to various businesses such as KFC, Pizza, Dominos, and 7-11, and it can determine the long-term success for their business. This company promotes its products in the most efficient way possible by using internet platforms such as Website, Shoppegram, Facebook, and Instagram. Due to the epidemic that occurred today, internet platforms are currently the most appealing option for vendors to create a profit. Belleza Beauty & Health, on the other hand, uses a promotion that offers a discount price for several purchases or as a special day promotion. They employ a variety of platforms for marketing in order to continue developing and become known in the business in order to have a competitive edge. Belleza Beauty & Health tends to provide personal and long term assistance to customers, they will give the best solutions to their customers needs.

2.5 Financial Achievement

In 2019, the first business establishment under the Belleza Beauty & Health, a brand called Erisyaa Cosmetics was created followed by various other types of products. The first product released was a cleanser face wash product to the customer. Other than that Belleza Beauty & Health also provide facial treatment services and advice on facial skin care to their clients. It also provides small workshops specifically for loyal customers of their products and also for close friends. Among the topics of the workshop are on the latest fashion, classes on how to use make up and focus on advice on beauty and health. This class is provided with a reasonable price charged by Belleza Beauty and Health in order to attract more customers and ensure their products and services can be known more. This class also will be provided free of charge for the first time customers. The business was running smoothly and making high profits before the covid-19 pandemic occurred. The highest income is as much as RM 50,000 ever earned by Belleza Beauty and Health.

3.0 COMPANY ANALYSIS

3.1 Business Model Canvas

<p>KEY PARTNERS</p> <p>Suppliers: from Korea</p> <p>Partnership: Agents Dropshippers</p>	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> - Marketing - Beauty and Health products - DIY Repairing products - Customer services 	<p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> - Variety of Products - Lab tested products - Personal & long-term assistance - Affordable Price 	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> - Social Media (Instagram & Facebook) - provide personal and long term assistance to customers 	<p>CUSTOMER SEGMENT</p> <ul style="list-style-type: none"> - Women more than 18 years old - Pregnant women
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> - Well-trained staffs - High quality products - Factory 			<p>CHANNEL</p> <ul style="list-style-type: none"> -Website & Shoppegram channel -Social Media Platform (Instagram & Facebook) 	
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> - Marketing - Research and development 			<p>REVENUE STREAM</p> <ul style="list-style-type: none"> -Daily Sales (online and offline) 	

3.1.1 Key Partners

Key partners, as for the products, Belleza Beauty & Health have their products' ingredients supplied from South Korea as most ingredients there consist of premium and great quality that are suitable for every asians' skin types. They also partnered with agents and dropshipper to supply the products.

3.1.2 Key Activities

Key activities can be different amongst businesses depending on the organization itself.

Marketing

Belleza Beauty & Health has their own targeted customers which are teenagers and adults, precisely, 18 year-old and above. Marketing is one of the steps in order to reach the targeted customers. The workers of Belleza Beauty & Health do their research in online feedback and social media in order to help them produce a great strategy on attracting customers. The information received was also being used in order to assist the development of products and services.

Customer Services

Most businesses see direct interaction with customers as an important aspect in assuring customer happiness and encouraging repeat business, including Belleza Beauty & Health. They provide personal and long term assistance to customers in order to offer the best product that is suitable for the customers. They will also give the best solutions to satisfy the customers' needs.

Selling products

Belleza Beauty & Health main business activity is selling a variety of products that consist of beauty, health and DIY repairing products. The customers will buy the products that they have considered from Belleza Beauty & Health on online platforms including Facebook, Instagram, Website and Shoppegram, also in physical stores.

3.1.3 Key Resources

The majority of the resources required for product manufacturing and delivery are covered by key resources. The company's primary resources may be classified into numerous categories, including physical and human resources.

Physical Resources

Before releasing a product to the market, Belleza Beauty & Health must make it and undertake lab testing on it. In order to carry out those tasks and produce actual goods, the company maintains a factory.

Human Resources

As a product and service based business, the human resources for Belleza Beauty & Health are the employees that have great management and engagement skills. Those skills were essential to a successful business. The staff are involved in customer services, and that needs them to master a good way of communication so that they will attract a lot of potential buyers. Besides, the staff also mastered management and administration skills to keep their cash flow system.

3.1.4 Value Propositions

This value is also offered for the company, its products, and services in order to convince customers that they are making the best choice among competitors or rivals.

1. Variety Products

Belleza Beauty & Health provides a wide range of beauty and health goods, including skin care cleanser, fiber drink products to reduce food intake, and items for pregnant women. In addition, Belleza Beauty and Health provides DIY mending materials for rumah home waterproofing. The majority of the items, however, are for beauty and health.

2. Lab tested products

The products offered by Belleza Beauty & Health have been evaluated in the lab before they are offered on the market. As a result, the user of the products should not be concerned if any harmful components were used.

3. Personal and long-term assistance

There will be assistance from the staff of Belleza Beauty & Health to the new customers and regular users, on what product is suitable for the users according to their skin types and step by step assistance to the customers. They will also give the best solutions to their customers' needs.

4. Price

The price will be worth the items and reasonable. Belleza Beauty & Health is convinced that the results will be to the users' satisfaction.

3.1.5 Customer Relationships

Belleza Beauty and Health choose to use different types of social media as an initiative for them to maintain their relationship with their customers. They use Facebook and Instagram to make sure that their customers and followers are able to access all the latest information and notifications by using such platforms. Furthermore, they also tend to provide personal and long term assistance to their customers. And they will ensure that they are able to provide the best solution in order to meet the needs of the customers. It is because Belleza Beauty and Health really want to give the best to their customers and make sure the customers are satisfied with their products and services.

3.1.6 Channels

Belleza Beauty and Health also uses social media as their channel in order to reach their customer segment and do business with the customers or even to market their products to any potential customers. For example, as stated above, they had Facebook and Instagram as the channels while also having a website. and using Shoppegram to promote and sell their product. These kinds of platforms are very suitable for them to provide the picture of the product and also to get reviews from their customers and then they can show the feedback from the past customers to their other potential customers. Furthermore, we know that Facebook and Instagram are also very popular among people as we can see most people not only in this country but in other countries also using this platform. So it will be easy for people even from other places to access any information about their products and business such as the prices or the uniqueness of the products.

3.1.7 Customer Segments

Since Belleza Beauty and Health is a company that sells products related to beauty and health, they are using Niche market where the company only targets customers according to their ages which are more than 18 years old according to the interview that we handled with the company. This is because most of their products that they sell are unsuitable for children. For example, this company sells makeup products, slimming products and products that are available for pregnant women. By looking at this, we can conclude that Belleza Beauty and Health are likely to be more focused on selling their products to female customers that are having facial problems such as acne or sunburn rather than men. But there are also men that are likely to be interested in their slimming products or their facial treatment service since this type of product is available for both types of genders.

3.1.8 Revenue Streams

Belleza Beauty, they sell their product through both online and offline methods. Furthermore, this company realizes that their unique product can be the advantage for them to attract new customers and maintain their existing customers as they make sure that their products always meet the tastes and needs of the consumers. Other than selling beauty and health related products, his company also makes profit by selling Do It Yourself (DIY) related products for repairing houses. Other than that, they also provide facial treatment service for those who are having face problems. However, due to the Covid-19 attack, the company manage to make less profit compared to before Covid-19 where the largest profit ever recorded before Covid is around RM50k while largest profit recorded during Covid-19 is RM 10k

3.1.9 Cost Structure

Like other companies, Belleza Beauty and Health also spends money on marketing their business and other costs related to producing their product. However, since they produce and sell health and beauty related products, they also have their own factory, so they need to bear the cost of the factory and machinery and also the cost for the research and development of their new or existing product to make sure that the product is safe before selling to their customers.

4.0 FINDINGS AND DISCUSSION

4.1 Findings/Business Problem

4.1.1 Financial Problem

Entrepreneurs all around the world are worried due to business problems and this problem commonly happens to small or new companies especially to start-up the business. One of the major problems in business is financial issues. It is common for businesses to run out of cash, due to one reason and others. These issues cause a business to delay payment, less power to purchase stocks or inventories then will decrease their ability to manage and develop the business due the heavy fees and costs. The first common issue in this company is limited or inconsistent cash flow whereby this company struggles with managing cash flow.

As we noticed before, the outbreak of Covid-19 since the end of 2019, has caused economic instability to the country and it directly affected Belleza Beauty and Health. The movement control order introduced by the government to prevent the spread of Covid-19 has caused face to face trading which is the main source of income to this company to be suspended for several months. This economic instability has caused financial problems to the company whereby the company has to bear high costs without consistent income for a relatively long period of time. At the same time, Belleza Beauty and Health has less ability to buy the latest and most advanced materials and technology especially the one imported from overseas such as South Korea, Japan and western countries due to the financial issues. This company also has to incur very high costs such as rental cost of factory and premises, labor costs and material costs which are soaring due to the high inflation rate that happens today.

4.1.2 Stock Problem

Getting products to the customers on time is what keeps the business moving forward. When there are delays and other issues happening or when the company struggles to meet demand, it spells bad news to the company. The stock problems are the common issues faced by the company in order to manage the business. The first stock problem that happens to Belleza Beauty and Health is the counting error of inventories whereby they often miscount the stock of their products. This problem will result in difficulty for the company's management to know

whether their stock is sufficient or not to meet the demands of their customers. Furthermore, the miscounting stock errors is a big issue and can cause huge losses to the company.

The second stock problem faced by Belleza Beauty and Health is an understocking issue. Having too little inventory is obviously a potential disaster for every company whereby the customers expect their orders to be made and delivered as agreed. Understocking is a situation whereby the company cannot fulfill orders on time or production may stop due to the lack of available materials. For Belleza Beauty and Health, their stock of products is in an unstable condition due to the Covid-19 pandemic that caused unstable financial conditions to their company where they are unable to meet the demand from customers due to the limitation of raw materials. As a result, the company's production activities will slightly decrease due to lack of raw materials and will directly affect the company's revenue. In addition, Belleza Beauty and Health also had to bear fixed costs such as rental of factory and business premises despite the reduction in production activities.

4.1.3 Raw Material Problem

On the one hand, demand for raw materials continues to grow unabated due to the high global population growth and the continuous emergence of new technologies and applications that place ever greater demand on raw materials. Raw materials are a basic requirement for a company to produce their product before being marketed. Belleza Beauty and Health are facing the raw materials issue due to very significant increase in raw material prices nowadays. This is exacerbated by the recent outbreak of Covid-19 which has led to inflation of goods, including raw materials. At the same time, the high price of materials forced the company to postpone its purchase to avoid excessive production costs. Furthermore, the stock of materials are limited and need to incur high cost to buy it, especially the imported materials such as serums and other health products. This low purchase of materials was due to the financial problems incurred by Belleza Beauty and Health in order to cut off the costs. Lack of raw materials also affected the production of Belleza Beauty and Health due to the insufficient materials to produce their product. The production time also will increase significantly compared to the previous years before Covid-19 outbreak. As a result, the company will not be able to meet the high demand from customers.

4.1.4 Marketing Problem

As the business continues to expand and grow, it's important the market department keeps up. Marketing is a very important aspect in a production company and every manufacturer must be smart to sell and introduce their products to customers. However, marketing problems often occur to companies in their effort to sell their products, for example unattractive and persistent aspects of advertising as well as the selection of inappropriate store premises. Back to Belleza Beauty and Health, the company faced serious marketing problems during the Covid-19 outbreak as certain sectors of the economy were stopped for several months due to the implementation of movement control orders (MCO) by the government. Due to the situation, Belleza Beauty and Health need to adapt the new marketing method which is online marketing to sell their products in order to continue the progress of their company. Belleza Beauty and Health also faces high competition from other health product companies especially the reputable companies. The advertising aspects are also a problem for Belleza Beauty and Health whereby they cannot be done widely to avoid high costs compared to the reputable companies that usually use social media like television and famous artists' services to advertise their products. As a result, Belleza Beauty and Health product demand will be affected due to the high competition from other manufacturing companies.

4.2 Alternative Solution

4.2.1 Financial

As we all know, since the epidemic of covid-19, the business sector has been severely impacted by the government's movement control order (MCO). This directive mandates that everyone stay at home and solely work from home. This epidemic also required other industries to close for a while until the situation improved, such as the travel industry, and only businesses that offered daily essentials were allowed to continue operating. As a result, Belleza Beauty and Health, which operates in the healthcare sector but not related to medical, is not on the list of companies to operate with, which could have a financial impact. Because the epidemic is expected to last for a long time, they must find a way to overcome the challenges in order to continue operating their businesses rather than waiting for the pandemic to end.

Belleza Beauty and Health take an approach to adjust the budget accordingly with the current situation by eliminating non-essential costs. Non-essential cost or called by discretion cost is a cost that a business can be operating finely without, if necessary. This means that the company can maintain itself even if the consumer spending stops at any time. Since the cost has no impact to the company, they should be able to distinguish between important and non-essential costs to minimize or reduce the business expenses while maintaining the quality of product in order to attract more customers. Rental is one such expense that can be eliminated or reduced. This cost can be reduced by downgrading the current store to the studio that merely keeps the merchandise on hand. Because the company altered its nature from selling offline to online during the pandemic, it is better to rent a studio with a lower rent to keep and pack the inventories rather than a large store.

Other than that, Belleza Beauty and Health adjusted the budgeting by cutting the traveling expenses. As we all know, this pandemic prevents us from leaving unless we have a specific cause to purchase necessities, and more importantly, they are also forbidden from traveling anywhere within Malaysia or internationally due to the closure of the border. As a result of the pandemic that is currently affecting Malaysia, it is appropriate to reduce the travel costs.

4.2.2 Stock

Due to a restricted supply of raw materials to manufacture products, Belleza Beauty and Health has an unstable stock, as described in the problem above. Because this is an unanticipated circumstance that occurred not just in Malaysia but also around the world, the pandemic has impacted the time it takes to produce items to fulfill customer demand. Because the task of processing the product takes a long time and must be stopped promptly at the beginning of the pandemic, making it difficult to generate stock since the border was shut.

As a result, they devised a new strategy to allow customers to pre-order things before they are manufactured, besides easing the burden on the producer from over-produce. Pre-order stock refers to an order for an item that has not yet been released or is not yet available. Customers can order items before they are available and have them shipped as soon as they are; however, the consumer must first make a full or partial payment to secure the products. Although this strategy may take a long time to complete, it is the most effective way to avoid customer dissatisfaction in any form.

These approaches could help a company grow its eCommerce revenues. This is due to the fact that they can invest in making products in accordance with the orders placed without having to invest excessively in stocks in order to grow their product offers. The bottom line is that the products released may be the best available to maximize income. It also assists the company to estimate product demand by offering a restricted pre-order instead of ordering a huge quantity to avoid dead stock, and if buyers seem uninterested, they will cease spending additional money on making the products.

4.2.3 Raw material

The company also had a shortage of raw materials because they could not afford to buy raw materials at a higher price. As we all know, Belleza Beauty and Health is experiencing financial challenges, and they may have difficulty purchasing higher-quality raw materials which mostly can be bought from overseas. This situation not only happens to Belleza Beauty and Health but other medium sized companies as well. However, despites the challenges, they should maintain the high quality for customers to retain them to consume the company's products.

The solution is, rather than importing raw materials from abroad, they will fix the problem by purchasing them in Malaysia. Even in Malaysia, a higher quality material can be found easily without spending too much money on custom expenses and related expenses. A lower price of raw material is needed in order to get more materials with a raw material to produce a higher quantity of products. As a result, businesses are able to develop a higher-quality product to sell to customers while also increasing the product demand.

The benefit of purchasing raw materials within Malaysia is, the company could save time and money. If by any chance they import the materials, it will take some time for the materials to arrive at Malaysia especially during pandemic Covid-19 and more money shall be spent. However, if the company decides to purchase the materials in Malaysia, it can be easily shipped to the seller and it does not take a longer time than importing it. Besides, the company can avoid incurring high costs to import the goods.

4.2.4 Marketing

Since the Covid-19 pandemic, a new standard has emerged, and with it, a new marketing strategy. Entrepreneurs used to advertise their products via newspapers, radio, and television, but now, thanks to advanced technology, they choose to promote their items on social media platforms like Facebook, Instagram, and TikTok. According to research, users are more likely to use social media under government-issued movement control orders (MCO) because they spend their time at home. As a result of this strategy, most entrepreneurs utilized the same method to attract customers, resulting in fierce competition among competitors in the same field.

As a result, Belleza Beauty and Health should concentrate on advertising and profiting from online sales. As previously said, the usage of the internet is increasing. It is easier for them to spread the message without spending money on advertising their items on social media rather than on television and radio. People will recognise the products and may try to consume them since they are beneficial to the consumer in that they are rich in natural ingredients that are beneficial to our health and also function as a beauty

supplement. Not only that, but selling online can save money because they simply have to pay for the cost of posting only.

It has become customary in business for us to compete healthily with our competitors and therefore, the company shall make an innovation of a product which is different from other competitors. Innovation can be defined as development and market introduction of a new, redesigned, or substantially improved company's products and also services. The improvement of a company's products that are different from competitors' products is a strength for a company. Because of the uniqueness, the product will be the focus of the consumer as it is different from the others.

4.3 Recommendations

4.3.1 Financial

The best recommendation to improve financial performance is to seek professional counsel. An accountant or a business adviser are two professionals who can be recommended. The professional will provide corporate financial advice and may be able to assist in finding another strategy to increase the company's cash flow by highlighting the issues that need to be addressed. It is also their obligation to provide a method or choice for obtaining funds, whether internally or externally. Internally fund is a funding source found within the company's assets and revenue. For example, sales of the operating assets, retained earnings and also collection of debt from account receivable or known as debtors. Internal finance could bring opportunities to the company to obtain the fund in a quickest way, rather than external sources where they shall be approved by the creditors. An advisor could advise the company to sell or lease their assets that are no longer in use or any unwanted assets in order to generate extra funds.

The external fund, on the other hand, comes from outside sources such as banks, venture capitalists, and other investors. The consultant may recommend that the company sell its shares to outsiders in order to raise funds, and the company will pay them a dividend based on the type of share they purchase and the number of shares they own in the company. An external fund's benefit is that it allows the company to support the project's expansion when it is unable to do so on its own.

4.3.2 Stock

Suggestion to improve stock production is by controlling it in line with customer demand. The method that can be applied by Belleza Beauty and Health to control stock production is by using the method of Just In Time (JIT). This method aims to reduce the costs by maintaining it at a minimum stock by delivering the stock when it is needed and of course it shall be used immediately. The company should be confident to apply this method since they have to bear the risk of stock running out in order to follow the customer's demand.

Other than that, the company also could use Economic Order Quantity (EOQ) where this method aims to keep the stock at an optimal level using a complex mathematical formula by balancing between holding too much stock or too little stock. Even though the calculation is quite complex, there is an easier way to calculate it which is either using the control stock software or consulting with a professional.

Last but not least, to control the stock production, the company must apply a first in, first out system where this method is quite popular to be used especially in a business with a perishable stock with a meaning of stock that is easily broken. This method applies when the stocks purchased or acquired first are disposed of first to avoid it from deteriorating before using it. The stock can be identified by the date it is received and to be moved to the next stage of production before receiving another stock another day.

4.3.3 Raw material

Since Belleza Beauty and Health takes an approach to buy material from Malaysia suppliers, the company should first do a research on the listed supplier and then make a survey to collect the information from the prospective suppliers in order to measure whether the specific social and environmental criteria that are useful for the company was satisfied by the suppliers since the company were judged based on what do they do and what the suppliers do regarding the materials. It is not only that, the company also should take into account if the price offered corresponds with the material quality since the company wants to produce a high quality product. Next, the company should ask the supplier what is the minimum order quantity, how long the order issued until they actually deliver it from the time and date the order is issued. In terms of payment terms also should be considered if they offer credit payment and the limited credit. Other than that, the company must identify if the supplier's financials are stable or not since there might be a situation where the supplier might suddenly go insolvent and the company will be left in the lurch. Lastly, the supplier's customer service shall pay careful attention on how they deal with its customer, does the staff is kind hearted and polite, how does the communication between supplier and the company go, and do they send the samples that were requested by the date that has been promised. After all these criteria has been

fulfilled, the company might proceed to sign a contract with the supplier to supply the material for producing the product.

4.3.4 Marketing

Creation products of innovation in accordance with advanced technology should be assisted by a talented market executive. Therefore, the company was suggested to hire a market executive that is creative and innovative. Since the company is competing with other competitors to attract consumers from purchasing their products, the company needs a new idea on how to innovate their product to defeat their competitors and the market executives shall play their roles to improve the company's products by conducting research and analyzing data in order to identify and define the audiences. Research and data realization stated before is such as collecting data on how many consumers are interested in beauty and health products, or maybe identify the trend of the market, for example during Eid, consumers are called to use the beauty and health product in order to enhance their appearance in public and also to boost their self-esteem and therefore, before Eid the marketing team shall promote or advertise the products. Other than that, marketing executives are also responsible for overseeing and developing marketing campaigns. As a talented executive, they should have a nature to think ahead. They should be able to predict what is needed in the future in the healthcare sector and develop an idea on how to promote the products using the advanced technology. They should also be prepared with the improvement of trends to keep attracting consumers.

5.0 CONCLUSION

In conclusion, Belleza Beauty & Health is a business establishment that always wants to provide quality products that are the ingredients supplied from Korea and bring it to Malaysia and it has their own manufacturer and they will make sure all of the products were tested in their lab before being sold on the market so that they meet customer demands. The business is always sensitive to the needs of consumers to produce quality products to meet the set standards. Belleza Beauty and Health can stay in the market and compete with other similar businesses. This is because Belleza Beauty and Health products have their own name and laboratory tests to ensure that the product does not cause any harm to consumers. In addition, Belleza Beauty and Health set a good example as an entrepreneur who persevered in the face of difficulties and found solutions effectively, especially during a pandemic during the opening of its business in 2019. Now, the business aims to open workshops on beauty and personal health. on a large scale that is not only focused on individuals or regular customers only but more focused on the general public who want to join the classes provided by them either online or physically in order to grow their business further. Belleza Beauty and Health relies on its own savings and hopes that the business will result in a higher return on investment and all the hard work will be worth it. Finally, all businesses operating in the market always face some difficulties, depending on the person in charge how they handle it. It is not easy to maintain a business in the market, it is all based on operational strategies to grow the business.


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7.0 APPENDICES

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Interview Question Inbox x ✕ 🖨 🔗

 **Nur Syafinie** <nusyafinie@gmail.com> 🗨 8:19 AM (3 minutes ago) ☆ ↶ ⋮
to afiqahaliya001 ▾


Assalamualaikum and Hi,
We are students of the Bachelor of Accountancy (Hons) (AC220), UITM Alor Gajah, Melaka. We conducted this interview session as a reference for our assignment, Principles of Entrepreneurship (ENT530). We appreciate your time to fill in this form to help us collect the data that we need for our research purpose.


Any of the data given within the form won't be disclosed to any third party without permission. We would be grateful and many thanks such a lot beforehand for your participation and support.

QUESTIONNAIRE

1. How useful is the material for developing your business strategy and the plan?
2. Whether you understand the development of your business strategy?
3. Whether you understand the role of your business?
4. How do you see the future of your business and what are the opportunities in your industry?
5. How do you see the role of your business in your industry in the future?

raf DRAFT INTERVIEW...

 **Nur Syafinie** 🗨 8:19 AM (4 minutes ago) ☆
Assalamualaikum and Hi, We are students of the Bachelor of Accountancy (Hons) (AC220), UITM Alor Gajah, Melaka. We conducted this inter...

 **Afiqah Aliya** 🗨 8:22 AM (1 minute ago) ☆ ↶ ⋮
to me ▾

Walaikumussalam.

QUESTIONS

1. How useful is the material for developing your business strategy and the plan?
2. Whether you understand the development of your business strategy?
3. Whether you understand the role of your business?
4. How do you see the future of your business and what are the opportunities in your industry?
5. How do you see the role of your business in your industry in the future?

W QUESTIONS ANSW...

↶ Reply ➡ Forward

QUESTIONS

1. Can you tell us a little bit about the background of your business, starting with how your business was established to the development of your current business journey?

.Name of our business is Belleza Beauty & Health established in 2019. Our business address at No 18-3 Prima Biz, Hub Jln, Tasik Prima 5/1, Taman Tasik Prima 47100 Puchong Selangor. Operating Hours is on Monday - Friday (10 am – 6 pm) and Saturday - Sunday at (12 pm - 6 pm). You can contact us through our gmail : belezzabeauty2019@gmail.com and also can call us at no. phone : 03-80667449. Our company director is Nur Azmarisya Binti Bajjuri and No. of workers at our company is 4 people. We also have agent and dropship which is 30 people. Monthly Profit earned : RM 15,000 – RM 30,000 (During Covid-19) Largest profit achieved : RM50,000 (Before Covid-19), RM10,000 (During Covid-19)

2. Where is your company's location strategy and why choose that location?

Taman Tasik Prima. We tried a more subtle approach, also there's this kind of business atmosphere at this location (kfc, pizza, dominos, restaurants) and it could determine long-term success for our business.

3. What is the organizational structure used in your company?

Hierarchy

4. Can you tell us more clearly about your employees as well as their responsibilities in each department?

We have 4 workers and also 30 dropship and agent.

5. What products and the price do you offer and how do you determine the price for a product to attract customers?

We offer a variety of products and prices that consist of beauty, health and diy repairing products. We promise to make the price worth with the functionality of each product.

6. Who is your target customer?

Teenagers and adults. Precisely, 18 y/o and above.

7. How do you get an idea to develop a new product that can appeal to consumers?

We explore through several platforms such as web traffic, Facebook, Instagram, TikTok and through online [survey](#).

8. Did you do any deeper research to make sure that your product is safe and to improve

your product so that customers will be attracted to use your product?

Of course. We have our own manufacturer and we'll make sure all of the products were tested in our lab before being sold on the market.

9. What are the main resources of your company that are the backbone or asset to the company that can sustain and support your company from the beginning when it was established until it remains as it is today?

We tried our best to keep our cash flow system orderly and keep records for our stocks in order to minimize loss rates and abnormal events in production.

10. What is the main activity of your business and does it require collaboration with other parties in order to run the business?

Operating activities which [includes](#) sales, customer service, administration and marketing.

11. What kind of media do your company use to reach your customers?

Facebook, Instagram, Website and Shoppegram

12. What kind of relationship do you wish to create with your customers and any kind of method of how you maintain the relationship with the existing customers?

We tend to provide personal and long term assistance to customers. We'll give the best solutions to our [customers need](#).

13. Does your business revenue depend only on the sales of products and could you share the fixed and variable costs used from the beginning of purchasing the raw material until the finished product including the labor used

Yes

14. Does a unique product is your strength in attracting new customers and retaining an existing customer in accordance with their wants and needs?

Yes

15. Have you encountered any problems throughout doing the business such as high competition or any inter

Of course, we reached the peak of our business during PKP and we encountered financial, raw material and stock problems.



BORANG E (KAEDAH 13)



**PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**BELLEZA BEAUTY & HEALTH
NO. PENDAFTARAN: 201903168668 (002984221-X)**

telah didaftarkan dari hari ini sehingga **9 JULAI 2022** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **NO 18-3 PRIMA BIZ HUP JLN TASIK PRIMA 5/1
TAMAN TASIK PRIMA, 47100 PUCHONG, SELANGOR.**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **16 JUN 2021.**

NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

QUEST 3+ Product Search

Holder Information / Maklumat Pemegang

Holder : BELLEZA BEAUTY & HEALTH	Holder Address : NO.18-3 PRIMA BIZ HUB JALAN TASIK PRIMA 5/1, TAMAN TASIK PRIMA 47100 PUCHONG MALAYSIA
Company Registration No : 002984221X	Email : rynn.kosmetikawan@gmail.com
Phone No : 0331226365	Fax No : N/A

Print

QUEST 3+ Product Search

Product Information / Maklumat Produk

Product Name : ERISYAA FACIAL CLEANSER	Notification No : NOT191005126K
Notification Holder : BELLEZA BEAUTY & HEALTH	Phone No : 0331226365
Holder Address : NO.18-3 PRIMA BIZ HUB JALAN TASIK PRIMA 5/1, TAMAN TASIK PRIMA 47100 PUCHONG MALAYSIA	

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=BUY 2 (RM 130 + FREE SHIPPING!!)

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