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UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY : COMPANY ANALYSIS

FARRAISYA BEAUTY & HAIR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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LECTURER : PUAN SITI NAZIRAH OMAR

PREPARED BY :

NAME	STUDENT ID	GROUP
AINA ADLINA BINTI ZAINUDIN	2021864886	MAC2204E
ALEENA AMIRA BINTI AHMAD HILMI TAN	2021864362	MAC2204E
FATHIN NADIA BINTI MOHAMAD NASIR@FAUZI	2021808832	MAC2204E
SYED HAFIY BIN SYED ISA	2021464964	MAC2204E

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EXECUTIVE SUMMARY

Farraisyah Beauty and Hair is a business focused on salon and sales related to women's beauty. The business opened in 2020 located in Selangor. The business was named Farraisyah Beauty and Hair based on the combination of founder's name Farah and the founder's mother, Aisyah. Unfortunately, when Farraisyah Beauty and Hair just opened its business, the coronavirus disease 2019 (Covid-19) is spreading in Malaysia. Therefore, to cover the expenses and to avoid getting consistent loss, the owner of Farraisyah Beauty and Hair learned to do online business by becoming an agent of By Dhia, which is a business in beauty and cosmetic products as a side income to keep the salon afloat. This business provides service as well as distributing beauty care products to consumers. The report has been dedicated to discuss the business canvas as well as problems of Farraisyah Beauty and Hair. In this regard, the customer segments of the business have been discussed and identified to be directed towards women with hair problems. The value propositions are price and accessibility. Furthermore, the channels used are through advertising around the neighborhood, facebook page and paid online advertising. The company shares knowledge about products in regard to building customer relationships. For revenue stream, the business generates its earnings from facial and hair treatments. Moreover, the key activities that can be recognised is marketing and the key partner is supplier. The cost incurred for the business is for advertising, utility bills and rental. Lastly, the key resources that can be identified are physical and intellectual resources. The problems that this business faced are weak staff training, insufficient staff and low salon maintenance. The solutions for this problem are to hire more staff, train the staff thoroughly and take proper care in regard to the maintenance of the salon.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Entrepreneurship is better known as the process of starting a new business, bearing risks and making profits. An entrepreneur is defined as a person who is the innovator or the idea behind the product of the business whose whole purpose is to sell and distribute the product or service into the current market. Entrepreneurs play an important role in strategizing and planning out on how to have a positive breakthrough into the market by using the skills and initiatives necessary to satisfy market needs and offer a new solution to customers' problems. As students of UiTM, we are required to take an entrepreneurship subject as one of the requirements for a bachelor degree. This entrepreneurial education equipped students with the knowledge on how to navigate a business, skills of understanding the needs of the market , recognizing opportunities and gaining customers' insights.

We decided to do a case study on one of the local entrepreneurs, Farraisya Beauty and Hair that provide beauty services. In order to have an insider view on the management of the company and how the company is operated behind closed doors, we conducted a personal interview with the owner of the company, Mrs. Farah Aini about the company and the services offered.

Through this interview we are able to identify the strengths and weaknesses of the company and help offer proper solutions to improve the company's performance. The main objective of this case study is to identify problems that the business owner faced during the pandemic and after pandemic.

1.2 PURPOSE OF THE STUDY

The purpose of this study is to improve interpersonal communication skills by doing interviews and gathering accurate information to produce a reliable case study to be used as guidance in enhancing the business proposition in the market. Ultimately, it is to help students provide a valid analysis of the strengths and weaknesses and offer appropriate solutions on the problems faced by the owner of the company. Besides that, this study helps to increase teamwork amongst the team members as they need to work together to complete this case study by offering their findings and recommendations that they have collected throughout the research.

Through this study, students get to see how a business is being handled internally and externally and gain tips on how to maintain a business especially during a pandemic or any unpredictable circumstances that could affect the market to avoid any losses and bankruptcy. In addition, students can implement good business strategies that they have acquired from this case study in their own business in the future and obtain good decision making skills from the observations made.

Last but not least, students are also required to analyze a small business using a business canvas model. Students can recognize and act on areas that are lacking using business model canvas and learn how to break down business into easily understood segments. A business solution and clear innovation can be created by analyzing the 9 building blocks of a business model canvas.

2.0 COMPANY INFORMATION

2.1 Company Background



Figure 1: Company's Logo

Name of Company	Farraisya Beauty and Hair Salon
Owner of the Business	Noorfarah Aini Binti Abdul Aziz
Commencement date	May 2020
Type of Business	Sole Proprietorship
Address	Kampung Melayu Subang 40150 Shah Alam, Shah Alam, Selangor 40150.
Mision	Farraisya Beauty and Hair Salon to be recognized by global people
Vision	Open up a few branches in Malaysia
Telephone Number	
Social Media	Facebook: https://www.facebook.com/586997278646203/posts/988884861790774/

Company's
History

Farraysya Beauty and Hair Salon was named after Farah (business founder) and Aisya(business founder's mom). The founder has a big interest in the beauty and hair care industry moreover after 14 years of experience working in the beauty field. The founder took big courage and high risk to quit her job to open the new business on her own. It is not easy to take a high risk to get out of your comfort zone, especially during this pandemic. She's determined to make the business successful even though she faced some problems because the business had to close down during the pandemic for 3 months. Although it had to close temporarily, she didn't get discouraged. In fact, she takes it as an opportunity to learn and start an online business. She even joins a marketing class to keep improving her business and makes her business known to the public. She believes that she has high ability and talent in the business. She also believes that to become a successful entrepreneur, we need to have a strong mentality and can't give up easily after facing the problems. There is always a solution for every problem.

Table 1.0 : Company Background

2.2 ORGANIZATIONAL STRUCTURE



Figure 2 : Organization chart

2.3 PRODUCT/SERVICES

Services

Farraisyah Beauty and Hair
PUSAT KECANTIKAN WANITA 003099792-W
TEL/WHATSAPP: 011-3935 8595



HAIR

GUNTING RAMBUT

KANAK-KANAK.....	RM 10.00 – RM 20.00
DEWASA.....	RM 18.00 – RM 30.00
CUCI + GUNTING.....	RM 30.00 – RM 40.00
CUCI + IRON.....	RM 30.00 – RM 40.00

INAI & COLOUR

INAI ORIGINAL.....	RM 40.00++
BLACK/DARK BROWN/RED MOHAGANY.....	RM 45.00++
HIGHLIGHT.....	RM 80.00++
COLOUR ORGANIC.....	RM 90.00++
COLOUR MIX TREATMENT.....	RM 130.00++

HAIR TREATMENT RAMBUT..... RM 45.00++
HAIR TREATMENT KELEMUMUR..... RM 50.00++
HAIR TREATMENT GUGUR..... RM 50.00++
NATURAL RELAXING..... RM 100.00++
REBONDING..... RM 100.00++

FACE

FACIAL

TREATMENT FACIAL COLLAGEN FIRM GOLD ULTRASOUND.....	RM 80.00
COLLAGEN FACIAL TREATMENT + GOLD MASK.....	RM 60.00
VITAMIN C FACIAL TREATMENT.....	RM 50.00
COLLAGEN FACIAL TREATMENT.....	RM 50.00
WHITENING FACIAL.....	RM 40.00
RESDUNG FACIAL.....	RM 50.00
RAWATAN RESDUNG.....	RM 30.00

OTHERS

EAR CADLING.....	RM 25.00
EYELASH PERMING.....	RM 45.00
HAND WAXING.....	RM 35.00
LEG WAXING.....	RM 40.00
FULL BODY WAXING.....	RM 70.00

Figure 3

PRODUCTS	DESCRIPTIONS
 <p data-bbox="427 591 564 622">Figure 3.1</p>	<p data-bbox="807 353 1342 385">Shizen Fruit Treatment Mask (2000ml)</p> <ul data-bbox="858 392 1477 573" style="list-style-type: none"> ● Price: RM 48 ● It is the ultimate treatment for hair that has become damaged, weakened and stressed. ● For Scalp Problem/Split Ends
 <p data-bbox="427 974 564 1005">Figure 3.2</p>	<p data-bbox="807 651 1302 683">Shizen Therapy Hair Lotion (125ml)</p> <ul data-bbox="858 689 1409 871" style="list-style-type: none"> ● Price: RM 15 ● Provides moisture to hair ● Creates healthy & thicker hair. ● Makes hair smooth for finger-combing.
 <p data-bbox="427 1348 564 1379">Figure 3.3</p>	<p data-bbox="807 1041 1262 1072">Shizen Super Soft Spray (250ml)</p> <ul data-bbox="858 1079 1238 1361" style="list-style-type: none"> ● Price: rm 20 ● Anti-Frizz ● Color Protection ● Curl Enhancement ● Damaged Hair/Split Ends ● Hydrating
 <p data-bbox="427 1769 564 1800">Figure 3.4</p>	<p data-bbox="807 1435 1219 1467">Shizen Styling Liquid (330ml)</p> <ul data-bbox="858 1503 1517 1785" style="list-style-type: none"> ● Price: RM 20 ● perfect stylish hair and preventing hair from shagging simultaneously. ● additional strengthening conditioners ● UV protection shield hair from the sun while leaving it looking and feeling thick and healthy.

Table 1.1 : Product Description

2.4 BUSINESS, MARKETING AND OPERATIONAL SETTINGS

Business Strategy

Business strategy can be defined as a plan of action or set of decisions that helps entrepreneurs achieve certain business goals. It is a master plan that a company's management adopts to establish a competitive position in the market, carry on operations, satisfy customers, and achieve particular business goals. In this case, Farraisya Beauty and Hair Salon uses an approach to regularly communicate and engage with customers to satisfy the customers' needs. Improving customer services will build trust and loyalty with customers. The business asks its customers for feedback to find out what they need and how they can improve and also do their best to fix any problems their customers encounter.

Marketing Strategy

A marketing strategy is a company's overall game plan for attracting potential customers and turning them into consumers of the company's products or services. Farraisya Beauty and Hair Salon implement the '4 P's' of marketing strategies which are :

i. Product

Farraisya Beauty and Hair Salon ensure their services and products meet the needs and wants of their customers and keep it relevant. Farraisya Beauty and Hair offers services which revolve around hair and facial treatment that is not found in the area of the business. The variety of services is the charm of Farraisya Beauty and Hair as they are versatile with their options. Customers have the opportunity to enjoy not only hair and facial maintenance service but also waxing and resdung treatment all in one place.

ii. Price

Farraisya Beauty and Hair Salon provides affordable prices for all range of customers. Nowadays, It is rare to see a beauty salon with a cheap price point like Farraisya Beauty and Hair has to offer especially in today's era where people value looks over everything and will spend thousands to achieve a certain look just to fit into the society's beauty standard. Usually beauty salons have this stigma that it is expensive and only rich people can afford it but this business combat this stigma successfully. One of the marketing strategies is to give the most desirable service at a reasonable price where common people can have access to the same assistance and benefit from it.

iii. Promotion

Farraisyah Beauty and Hair Salon grow their business by promoting their products by displaying their promotions and deals in front of their store and also through social media such as Facebook. Besides that, they like giving free gifts to give a little excitement and joy to their customers. This will help to create a strong bond with the customers.

iii. Place

The place is the most important key in the business. Therefore, Miss Farah takes into account carefully to choose a strategic place to open up Farraisyah Beauty and Hair Salon at Kampung Melayu Subang 40150 Shah Alam, Shah Alam, Selangor 40150. One of the reasons she chooses this place is because of less competition for the hair salon so they can monopoly that area.

Operational strategy

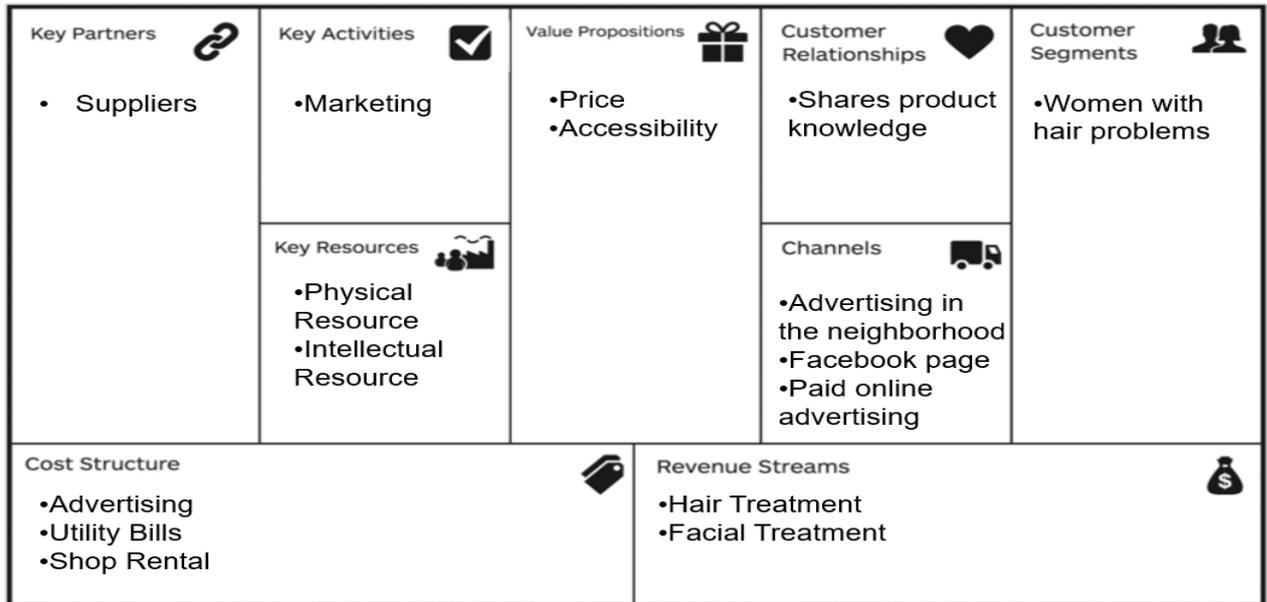
Operational strategy includes refining and defining a company's business strategy, as well as creating strategic initiatives and operational plans, with the goal of assisting the clients in successfully implementing their overall strategy. Farraisyah Beauty and Hair Salon focuses on ensuring the quality of their products to be provided to customers in high quality of performance. Farraisyah Beauty and Hair Salon implements quality assurance systems to show to their customers that they care about their needs and priorities so the customers will respond positively to their business which leads to loyalty and trust.

2.5 FINANCIAL ACHIEVEMENTS

Farraisyah Beauty and Hair Salon achieved her goal which is expanding her business by opening up a new branch in a new area. Besides that, Farraisyah Beauty and Hair Salon also opening 'lubuk kecantikan' this year. This shows that Farraisyah Beauty and Hair Salon has gained a lot of profit even though they are still new in the business industry.

3.0 COMPANY ANALYSIS

3.1 BUSINESS MODEL CANVAS (BMC)



Business Model Canvas Template of Farraisya Beauty and Hair

3.2 THE BUSINESS MODEL CANVAS

3.2.1 Key Partners

Key Partners are the relationships that a business has with other business, governmental, or non-consumer entities that help the business model work. These can be the relationships with the suppliers, manufacturers, business partners and many more.

Suppliers

Suppliers are the most important key partners as they are the one who supply the products needed to run a beauty salon. The company cannot do a service if the products needed are not available. Farraisy Beauty and Hair works with one main supplier which is By Dhia that provides the salon with shampoos and other beauty products such as foundation, facial serum, beauty blender, compact powder, body soap, body wash and body mist. In addition, they also deal with other suppliers such as Shizen, Hair Pearly Wire Drawing and Simu that provide shampoos, hair conditioners, hair masks, lotions, hair tonics, hair styling sprays, hair styling liquids and treatment masks for hair maintenance service at the salon. Furthermore, the company also deals with FazzBeauty for the supply of facial polishing soap and face scrub. Moreover, this company provides salon products from other suppliers to sell to other salon business owners. The salon acts as a wholesaler for other businesses to buy salon products in bulk and get discounted prices in return.

3.2.2 Key Activities

Key activities are tasks a company must carry out in order to fill its business purposes. It describes the most important thing a business needs to do to make the business model work.

Marketing

Farraisy Beauty and Hair's key activities include adding value to the brand's name through marketing. Utilizing the social media platform to the fullest in terms of marketing really helps gaining attraction because social media sets the trend that influences consumers' behavior. The company uses platforms like facebook, telegram and tiktok to advertise or recommend a certain product or service using the floor that they have to their audience. They use facebook live and tiktok's few seconds video to promote their products and services. Video based influencing is taking over as major initiatives in the industry when it comes to marketing. Therefore, Farraisy Beauty & Hair prioritizes making fun and informative lives and videos according to the current generation trends to get the salon name out there. These actions add value to the business and the business's image as the video based marketing can build a

personal connection with the customer. Besides, they use facebook boost marketing to promote their business on a public scale to attract more customers from different states and offering online reservation to make customer lives easier. In addition, this company also uses telegram to promote their beauty products which have hundreds of subscribers in the telegram channel. Furthermore, they provide combo price and promotions for customers to enjoy as a marketing tactic to gain loyal customers and new customers.

3.2.3 Value Proposition

Value proposition is a statement that introduces the customers about the company's brand and summarizes on why a customer should choose the company's products or services among other brands in the market. It refers to a value the company promises to deliver to customers and the ability to provide solutions to a problem.

Accessibility

Farraisya Beauty and Hair provides accessibility by offering a wide variety of options for customers from children to adults when it comes to beauty maintenance. The services offered for hair maintenance cater to all hair care problems such as dandruff, hair-fallout, hair thinning, dry scalp and dry hair using the hair treatment service available. Before they start the treatment they will provide consultation to further understand customer's issues about their hair. Farraisya Beauty and Hair only uses products that suit customer's hair and scalp needs because they understand how important it is to keep hair well and healthy. Hair is a person's biggest asset, hence why they also provide a variety of hair dye color selections accommodating to customer's taste to achieve the desired look. The hair dye being used are botanical hair color products that will not harm the customer's hair and is suitable for muslims and also non-muslims. Furthermore, they provide cutting and styling service for customers to enjoy so that they can appear more pleasing in their appearance for special occasions or their own gratification. Moreover, for facial maintenance they provide facial treatments that are suitable for all skin conditions. They use high-technology like ultrasound to prevent skin from having wrinkles and use collagen to reverse the skin age and make the skin appear more youthful. Farraisya Beauty and Hair intervention to include everyone regardless of the differences in skin and hair conditions are what makes this company accessible to the community.

Price

Farraisya Beauty and Hair allows common people to afford basic beauty care services to maintain their appearance. What sets this company apart from others is the price selection it offers to consumers. This enables middle-income consumers to pamper themselves by

undergoing beauty treatment and hair modification without constraining too much on their budget. Even though the price point is cheap, the quality of service offered is similar to any other rival salons in Selangor which are known to be more expensive. In addition, the company also provides combo benefits, such as customers can get a haircut and hair treatment at a combo price that is much cheaper than the individual price. The price point is suitable for people who want to improve and maintain their appearance but can't afford to go to a dermatologist or more established hair specialist.

3.2.4 Key Resources

Key resources are an important element for the business. It is what the company needed to provide in order to make the business model work. These are the resources that allow a company to offer value propositions and maintain relationships with its customer segments.

Physical Resource

As a beautician service provider, Farraisya Beauty and Hair relies heavily on providing the best result in their service at a set amount of time. Therefore, physical resources like high quality equipment for the process of hair maintenance and facial maintenance is important to ensure that it improves salon experience and customer satisfaction. Additionally, they acquire a storage to store the hair and facial tools and products needed to run a salon business. The salon building is also used as an office to do office-related work like documenting customer's appointments and sorting customer's product orders.

Intellectual Resource

Farraisya Beauty and Hair have certain techniques they use to handle different types of hair. This company knows what works best and what to do when a customer comes in with their hair concerns after two whole years of experience in opening the salon and the extra knowledge they gain by going to hair styling and hair care classes. Top of, the company is also well versed in how to dye customer's hair properly using the right mixture and combination to ensure that the color stays longer and does not damage the client's hair. When it comes to hair cutting, styling and treatment, skills and techniques are the most important in order to achieve good results. In cutting hair, precision is what this company embodies to make sure the cut is clean and smooth achieving the whims and wants of the customer.

3.2.5 Customers Relationship

Customer Relationship is a relationship a company establishes with its specific customer segments. It is a connection effort made by the company to maintain customer's loyalty, acquire new customers and boost sales.

Shares product knowledge

Farraisya Beauty and Hair does not only focus on selling its product to the customers. They also share the ways of proper hair treatment, correct ways of dyeing and styling hair to the customer that comes for a consultation. For those who have trouble with their skin, they usually advise and teach the clients on the proper skincare routine and what food to avoid to prevent face breakouts. We do not often see other businesses doing this because learning this kind of knowledge requires a lot of research, energy to attend classes, a lot of money spent and time consuming too. Usually when they obtain such knowledge, the business does not share it for free to the public as they want the customers with hair problems to go to them again for their own selfish profit. By sharing, the customers have trust in Farraisya Beauty and Hair as they really know the best treatment for the customers. It has no hidden meaning and it focuses on helping those who had hair problems. In addition, every person had different reactions when using shampoos. Some have oily hair, dandruff, itchy hair and others hair losses. Those who are blank in this, need to refer to someone who knows how to treat this problem. That's where Farraisya Beauty and Hair came in with their personal advice, this shows that they are not stingy and sincere in helping their customers to be the best version of themselves.

3.2.6 Channels

Channel is how the company chooses to deliver its value proposition for its customer segments. Distribution channels can include retailers, wholesalers, internet and distributors.

Advertising in the neighborhood

Of course, when Farraisya Beauty and Hair started commencing its business, it focused on the local neighborhood, family members and close friends. Opening a beauty salon is not easy because one needs to obtain knowledge in proper care of hair and face. One wrong treatment could lead to many consequences such as hair thinning, hair loss, oily hair, dandruff and many more. To further gain more experience in handling hair treatment and facial care, Farraisya Beauty and Hair started with the surrounding supportive neighborhood first. After building trust and establishing faith among the people in the neighborhood, the people automatically spread the word from mouth to mouth that this salon is able to treat them well and eventually they start to recommend this salon to their own family members and friends.

Facebook page

Farraisya Beauty and Hair has a facebook page to promote its business to the public. It's more convenient, easier and faster as everyone who is online can purchase its product and book the appointment. In fact, Facebook also created a special platform for business to spread the

business name out there using the tools provided and transactions of money are secured. Since it is free to use, Farraisya Beauty and Hair is able to expand their awareness in other places as well. The customers can directly message Farraisya Beauty and Hair for their appointment and ask about the products. Customers also can watch the videos shared by Farraisya Beauty and Hair repeatedly and they can watch it anytime and anywhere they want. Facebook is a worldwide platform, so not just our people will gain the benefits but also tourists, other salons, models, actors and others. Farraisya Beauty and Hair can be recognized as the best salon by doing marketing on Facebook.

Paid online advertising

To get more awareness of Farraisya Beauty and Hair quickly, they paid for online advertising to get more customers. Since e-commerce had grown, the business took the opportunity to do advertising online to reach out to more customers. Based on their profiles and search history, paid online advertising can advise the business who to target. This lets the business send key messages to the people who are most willing to buy. Online analytics tools can assist Farraisya Beauty and Hair see what's working and what isn't, allowing the business to better target marketing budget. Beyond paid advertising, the business is able to respond to the comments on the Facebook page, replying the questions asked about the products and service and providing excellent customer support through digital channels. Farraisya Beauty and Hair's customers can be sorted into relevant email lists automatically, guided to retargeting audiences, and persuaded to convert again and again using the paid online advertising.

3.2.7 Customer segments

Customer segments provide insight into the landscape of the market revealing customer's characteristics that can be used to group customers into segments that are similar in specific ways to sell products. A company needs to know their audience in order to effectively serve a wider group of people and drive customer profitability.

Women with hair problems

The main purpose of Farraisya Beauty and Hair is helping women with hair problems. Women who are always busy with their work and families often do not take care of their hair. Only when the hair is terrible, they seek advice to overcome the damage. When many sectors are opening in Malaysia with a strict Standard Operation Procedure (SOP), many people are going to work face-to-face again. Therefore, they realize that their hair has many unattended problems. Farraisya Beauty and Hair take this opportunity to help them. Besides that, women

love to appear beautiful and well kept as much as they want, especially their hair. The business can provide the necessary treatments to keep hair healthy and vibrant, allowing them to enjoy the confidence that comes with having healthy hair. Even after the customers leave the salon, the business will make sure they have the proper shampoo and conditioner to keep their hair healthy and beautiful until the next appointment.

3.2.8 Cost structure

Cost structure is the expenses the company incurred while operating the business model.

Advertising

In the effort of gauging potential customers, Farraisya Beauty and Hair has incurred a significant amount of advertising cost as the company chose to prioritize advertisement as one of the marketing techniques. This business not only uses word-of-mouth technique but they also do print advertisements as a way to reach a more targeted audience. They acquire a banner to be hung at the side of the road to make sure it is visible for passersby to see. They also invest in Fboom which is a marketing software that does all the marketing automatically. Fboom transmits advertisements to potential customers and random social media groups with just one click.

Utility bills

The utility bills such as electricity and water bills are included in the cost structure because of the usage of electrical appliances. For example, hair dryers and so on.

Shop Rental

This is the fixed cost that needs to be included in the cost structure which is rental. The owner is paying the rent every month.

3.2.9 Revenue streams

Revenue stream is how the company makes money and generates revenues. It represents the cash a company generates from each customer segment.

Hair Treatment

Farraisya Beauty and Hair can prescribe and perform an individual treatment routine to ensure that a client's hair looks and feels its best. The business can manage to provide consumers with the highest quality of expertise and resources to address their varied hair issues. Customers are being handled by staff who know their hair, understand where and how hair loss occurs, and can openly speak with one another about the best resources and treatments

for that particular customer. Among the hair treatments of Farraisy Beauty and Hair are hair and dandruff treatments, hair loss treatment, natural relaxing and rebonding.

Facial Treatment

Each of these facials is designed to treat and repair the individual skin concerns by combining the latest in professional quality chemicals and technology with the healing power of hands-on facial massage. This is something that Farraisy Beauty & Hair is able to do. Among the facial treatments of Farraisy Beauty and Hair are facial treatment of 'Vitamin C' and 'Collagen', whitening and resdung.

4.0 FINDINGS AND DISCUSSION

4.1 FINDING

1. Staff training

Finding the right salon staff is one of the most difficult tasks in the beauty industry. In a salon, there are different types of services. Hiring people who are already familiar with hair styling and makeovers is one thing. Even if they have years of expertise, they may not be understanding of their clients' demands. People come to their salon to look trendy, but the staff is unable to meet their expectations. This will lead to losing customers.

2. Insufficient staff

Farraisya Beauty and Hair is understaffed. This will lead to bad service for the customer. According to the issues, all staff are occasionally required to work overtime, and increased workloads add stress in order to complete tasks and meet performance expectations. Aside from that, they must stand for long periods of time if their salon is busy. As a result, it will increase stress, decrease morale, and decrease employee job satisfaction, all of which will have an impact on an employee's mental and physical health.

3. Salon maintenance

The next issue is that they do not keep their salon clean and sanitary. After each use, none of the equipment is sanitized or sterilized. Because of the leaking shampoo sink, the salon's floors can become slippery and wet, and hair clippings can also create a slip hazard if not swept. Customers may sustain injuries and staff may slip and fall while performing their duties. Aside from that, their shabby salon will drive away customers and give regulars the impression that things aren't going well.

4.2 DISCUSSION/ RECOMMENDATION

Problem 1 : Staff training

- **Training the staff**

To address this issue, Farraisy Beauty and Hair must train their staff on the preferred methods and trends on a regular basis so that they understand what a client is asking for and what is best for them. They must make training a regular part of salon life, such as implementing product training or a quick skill demonstration into their weekly meeting, and they can as well invite a trainer in for a special session.

The trainer will demonstrate a few skills and knowledge that will help them succeed. Hair Stylists, for example, who are creative and understand lines and shapes will be able to produce the best hairdo for their clients. Cutting hair in the same way every time might get dull, but having unique talents will keep the work exciting. Hairstylists also interact with clients on a daily basis. The client will be delighted if the hairstylist is pleased. If the clients find out that the hairstylist is having a terrible day, they might not come back to the salon. The hairstylist will be able to provide the finest customer service if you are attentive, friendly, and engaged.

Problem 2 : Insufficient staff

- **Find new staff**

The solution to this problem is they need to add more staff. Adding more staff in each sector will make the process run smoothly and efficiently. In order to recruit the staff, they need to be active in posting about the recruitment on social media. They can advertise it on social media platforms such as Facebook, Instagram, Twitter and so on. Social media is an easy way to reach people. Nowadays, Tiktok is very famous among people so they can take this chance to create content about the recruitment. The cost of advertising in social media is much more affordable than advertising on television or flyers.

Problem 3 : Salon maintenance

- **Maintaining the salon**

The salon must maintain a clean and sanitary environment. Many items of salon equipment must be maintained on a regular basis or they will break down. They must also assure that any liquid spills are cleaned up immediately and that hair clippings are swept up immediately. Electrical cables, which might pose a hazardous situation if left unattended, should also be put into consideration. In addition, they must furnish the salon in a stylish, trendy way to attract customers.

4.3 Suggestion for each problem into advantages and disadvantages

	ADVANTAGES	DISADVANTAGES
Training the staff	<ul style="list-style-type: none">● Training staff will raise the level and quality of work● It will help them build good team relationships.	<ul style="list-style-type: none">● High costs of staff training● Staff training takes a lot of time
Find new staff	<ul style="list-style-type: none">● Because they have specialized staff in each sector, the company will be managed efficiently.	<ul style="list-style-type: none">● The owner needs to pay more salary to the staff.
Maintaining the salon	<ul style="list-style-type: none">● The salon is in a hygienic environment.● Increase the number of customers● Give a good impression to the customers.	<ul style="list-style-type: none">● Maintenance costs can be very high profits.

Table 1.2 : Advantages and Disadvantages for each problem

5.0 CONCLUSION

Farraisya Beauty and Hair has only been in operation since early 2020, but it has grown tremendously since then. Customers have shown their appreciation for the company by providing positive feedback. We were able to analyze the business model and identify weaknesses in the business as we drew out the Business Model Canvas for Farraisya Beauty and Hair. A good business model identifies the company's goals and future plans. It also specifies the products and services that the company should offer, as well as its target market.

In conclusion, all businesses, including Farraisya Beauty and Hair Salon face unique challenges and obstacles. According to our research and discussions, there are 3 significant issues that Farraisya Beauty and Hair Salon faced in order to keep the business running. The main difficulties include a shortage of employees, a lack of salon maintenance, and a lack of staff training. However, to overcome these difficulties, Farraisya Beauty and Hair Salon need to train their staff very well in order to attract the clients. In addition, they also need to add more staff so that the business can run smoothly and efficiently and there will be no complaints from the customers. Lastly, maintaining the salon is also important in order to give good impressions to the customers and if the salon is clean and tidy, the customers will keep coming back and tell the others too. With the help of these solutions, Farraisya Beauty and Hair Salon will be able to improve sales and earnings in the future.

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7.0 APPENDICES



Figure 3.5 : The owner of Farraisya Beauty and Hair



Figure 3.6 : The Shop of Farraisya Beauty and Hair



Figure 3.7 : Our interview with the owner of Farraisya Beauty and Hair



Figure 3.8 : Whatsapp conversation with Puan Farah Aini Owner of Farraisya Beauty and Hair



Figure 3.9 : Official Facebook of Farraisya Beauty and Hair

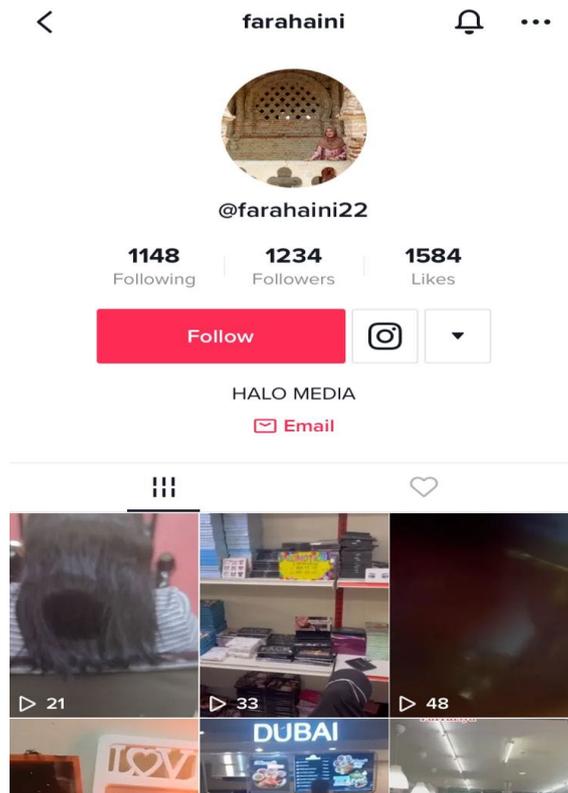


Figure 4.0 : Official Tiktok of Farraisya Beauty and Hair

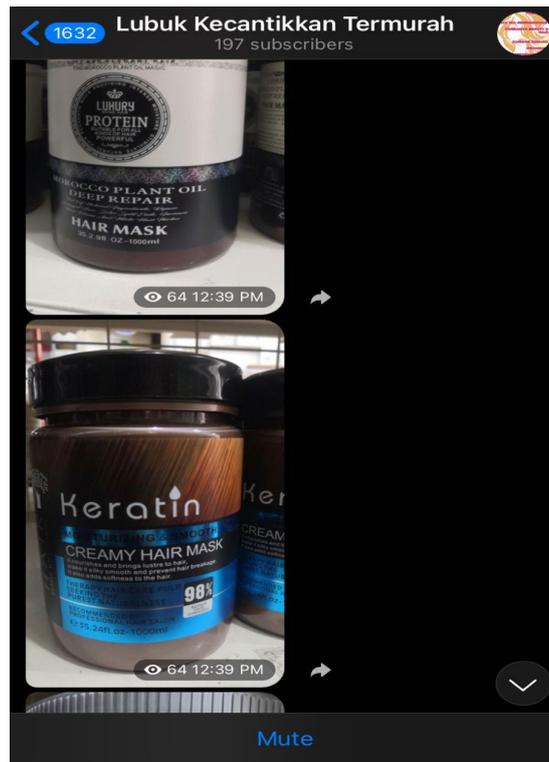


Figure 4.1 : Official Telegram of Farraisya Beauty and Hair

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