

HOME-BASED COSMETOLOGY FOR SINGLE MOTHER (HOB COS) KHIND STARFISH FOUNDATION

FINAL REPORT

Section I

I) INTRODUCTION

Enactus UiTM Johor had organized HOB COS Project that stand for Certification of Home-Based Cosmetology specialist, which is a charity event in UiTM Johor and Khind Starfish Foundation. This activity was divided into three days which is on 4 - 6 November 2016. This project was focusing on the 20 selected single mother with different ages and source of income from the rural area in Segamat . By using the useful resources such as Segamat District Office, also with the help of word-of-mouth strategy and through social media we can reach and select the participants. The main reason why we choose this project because most of the single mother having problem to obtain stable income in order to raise their family. Not only that, the emotional life of the single mother was also affected by their single status where they said they feel lonely, helpless and lack of confidence. Therefore, HOB COS is designed to help the single mothers to eliminate the roblem they're facing as being single parenthood. In 2016, the statistics of registered single mothers in Johor was recorded with the total amount of 12546. Segamat district itself recorded a number of 1703 single mothers, which is among the highest in Johor. From HOB COS project, the single mothers will be given a training which later will qualify them as a Cosmetology Specialist. .

II) OBJECTIVES

The objectives for carrying out this project are as below:

a) Improving Skills

Improving the single mothers' comprehension in Experiential Learning Skill (ELS) via Home Based Cosmetology Project to be certified as a professional beautician.

b) Boost self-confidence

Improving the self-confidence with the beauty to improve the circulation of positive aura in the single mothers' working and living environment.

c) Improving knowledge of procurement of income

Improving the single mothers' knowledge on the procurement of income with the skill to become a full-time professional beautician at home, working in SPA & Salon with the professional certificate, and become micro entrepreneurs mobility in spa & salon.

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d) Assisting the single mother

Assisting the single mothers in marketing strategies, operation management and financial book-keeping which are crucial in running a spa and salon business.

III) OTHER FUND –RAISING EFFORTS CONTRIBUTE TO YOUR PROJECTS

Our fund for this project is mainly from Khind Starfish Foundation which is 80% and 20% come from NAFAS .

Project Financial

PROJECTS FOR HAPPINESS 2016 BUDGET/EXPENDITURES TEMPLATE

Name: Audra Dowenna (Project Leader)
Project Name: Certification Of Home Based Cosmetology Specialist For Single Mothers (HOBCOS)
University/College: Universiti Teknologi MARA (Johor Campus)

TOTAL FUNDS REMAINING:
9120

Project Expenses			
Items	Budget	Actual Cost	Remark
Direct Equipment and Supplies	5600	5600	
Marketing and Event Support	820	900	** Increasing of cost printing banner
Staffing Costs	100	200	** 2 perso need to collect the data
Miscellaneous	200	200	
Total (A)	6720	6900	

TOTAL EXPENDITURES:
8800

*Student expenses shall not exceed 30% of total expenses

Student Expenses*			
Items	Budget	Actual Cost	Remark
Travel	500	600	Increasing of cost petrol
Lodging	100	200	
Communications	200	500	
Food (Biweekly)	200	200	
Miscellaneous	200	400	
Total (B)	1200	1900	

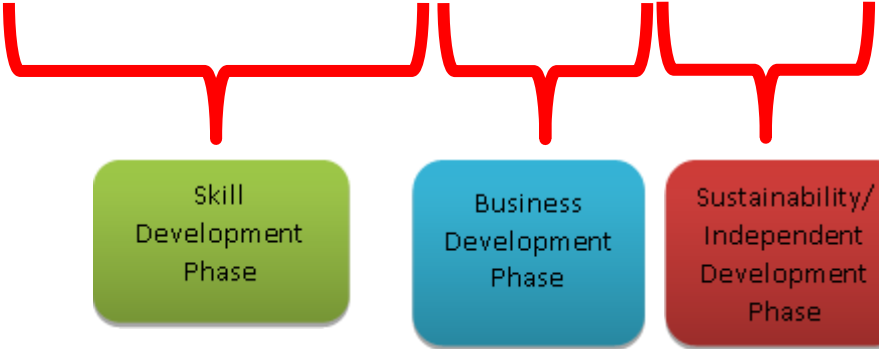
Event the budget exceed the limit however our group can manage the financial with conduct and carnival and open booth to cover the cost.

Grand Total (A +B)	7920	8800
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The activities consist of 3 development phases.

Time Line Of the Project Week	July				August				September				Oktober 16 - Feb 2017			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Find the participants from Jabatan Kebajikan Masyarakat	Yellow	Yellow														
Interview sessions		Green	Green	Green												
Certified Professional Beautician Program					Blue	Blue										
Mentor_Mentee Beautician Program							Red	Red								
Mentor find out the customer to mentee									Light Red							
Mentor will teach how do the marketing										Light Red						
Mentor will teach how do calculate cost											Light Red					
Mentor will teach how to do book keeping cash flow record												Light Red				
Independent Beautician Single Mother Do their own Business													Light Blue	Light Blue	Light Blue	Light Blue
Monitor result the Single Mothers																Purple



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Activity

Skill Development Phase



Business Development Phase



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Independent Development Phase



SECTION II

The project began a bit later than the expected timing. However, it did not stop the HOBICOS's team spirit from proceeding with the project. Searching for the participants among the single mothers was a tough process because the community not yet see the opportunities lied in Cosmetology field. Another challenge that we faced was convincing the single mothers that the project was meant for them. We were much aware and understood the situation, the struggles and pessimism that they have gone through for quite some time in their life. To overcome the challenge, our team had decided to open the participation to the UiTM students and the public. The purpose of this was because we want to create a surrounding whereby the single mothers can reminisce back their youth and beautiful days and feel good about themselves.

The module used in this project is derived from a few researches which later was arranged by the project advisor, Madam Jannah Munirah whom was a certified Beautician herself. The techniques and steps implied in the module were very simple and it could be seen how fast the participants memorize the steps. We made a change on the module framework by adding makeup classes as one of completion skill to obtain Facial

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Beautician Certificate. As a freelance beautician, we believe in the ability of good makeup skill to boost women's confidence level. The addition of this slot is important for the participants to make themselves presentable as a beautician

In HOB COS 1.0, the main weakness we wanted to focus is on the facilities. The facilities was not convinient enough to conduct the Cosmetology Workshop. We received negative feedback from the participants when they were having difficulties during the practical test as the hot water source was far from the testing room. Despite of the weakness, we found strength when we had won an award in MUSE 2016 that could secure us a fund to establish the first Cosmetics and Spa Room in UiTM. We totally respect the commitment shown by the single mothers throughout the development process in HOB COS project. However, there were days when they wanted to quit HOB COS because they have the perception saying engaging in Business is difficult and risky. Gladly, the team had already expected this kind of situation. We took advantage of modern tecnoloy by creating a group in Whatsapp Application made for daily enquiries and also a medium for the mentor for the follow-up. Sometimes, we had motivational session in the group with the purpose to constatly remind the single mothers on the real purpose of joining HOB COS.

Little by little, our team had observed a significant change in the attitude of the single mothers. 4 months time in HOB COS had created a strong bond among the participants. We, the HOB COS team feel happy and proud to be part of the transformation in every and each of the single mothers. Overall, HOB COS received positive feedback from the single mothers and wished to participate more.

And again, the HOB COS team would like to express our gratitute to Khind Starfish Foundation for believing us to make changes in the society.

“from cinder to cinderella” - HOB COS 2016

