

Beauty, Brains, and Business: The Inspiring Journey of Hannan Medispa

Authors: Norsyamalina Che Abdul Rahim, Mohd Hakam Nazir, Norsuriani Samsudin, Dzulkifli Mukhtar

Prologue

In the heart of Malaysia's flourishing beauty industry, Hannan Medispa stands as a true symbol of innovation, excellence, and empowerment. What began as a humble endeavor by a group of visionary medical professionals has evolved into a powerhouse beauty industry, an inspiring success story that blends cutting-edge healthcare expertise with world-class aesthetic services.

This case study takes you behind the scenes of Hannan Medispa Sdn. Bhd., where beauty meets brains, and business acumen drives success. The founders' unwavering commitment to quality, their sharp business strategies, and their ability to adapt to a highly competitive market have redefined the beauty industry, creating a legacy that continues to inspire aspiring entrepreneurs across Malaysia.

"Empowering success through knowledge and innovation, while staying ahead of industry trends." – Dr. Mohd Hannan Mohd Yusof, CEO of Hannan Medispa Sdn. Bhd.

Background of Dr Hannan

Dr. Mohd Hannan Mohd Yusof is the founder and CEO of Hannan Medispa, one of Malaysia's largest medispa chains with over 100 branches and 1,500 staff members. He is currently 40 years old and was born in Hospital Jerleh, Terengganu. He has five siblings and his father worked as a hospital medical assistant, while his mother worked as a school teacher. Regarding this academic, he graduated with his medical degree from Russia State Medical University in Moscow in July 2008 and started as a medical doctor at Hospital Raja Perempuan Zainab 2 in October 2008.

Dr. Mohd Hannan Mohd Yusof is an expert in Cosmetic Dermatology, Botulinum Toxin A & Filler, Anti-Aging Medicine, Mesotherapy, Aesthetic Gynaecology procedures and Sclerotherapy. In 2010, he married a woman while studying in Moscow, Russia, namely Dr. Shahidatul Adha. She is currently working at Hospital Pakar Universiti Sains Malaysia (HPUSM), Kubang Kerian as an Eye Surgeon, under the Department of Ophthalmology.

THE AUTHORS

Norsyamalina Che Abdul Rahim, Mohd Hakam Nazir and Norsuriani Samsudin are based in the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia. Dzulkifli Mukhtar is based in the Global Entrepreneurship Research and Innovation Centre, Universiti Malaysia Kelantan, Malaysia.

KEYWORDS

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From his marriage, he was blessed with four children, but his third child died due to premature birth.

Dr. Mohd Hannan Mohd Yusof also has his own lifestyle during free time. He started to love cycling when he was seven (7) years old when his parents gifted him a bicycle for his excellent academic performance. Due to his deep interest in cycling, he spent a large amount of money on bicycles and participated in various bicycle races across the country. Besides, he was also interested in climbing mountains and conquering the highest peaks. His goal is to climb Mount Everest and conquer the peak like M. Magendran, the first Malaysian mountaineer. He is also interested in reading books. He believed that reading books has helped a lot to fill his mind with learning new information, it can increase the knowledge and also help to expose himself to new vocabulary. This will also help to increase his self-confidence level. The reading books are about aesthetics, business, assets, medicine and beauty.

Career Pathway

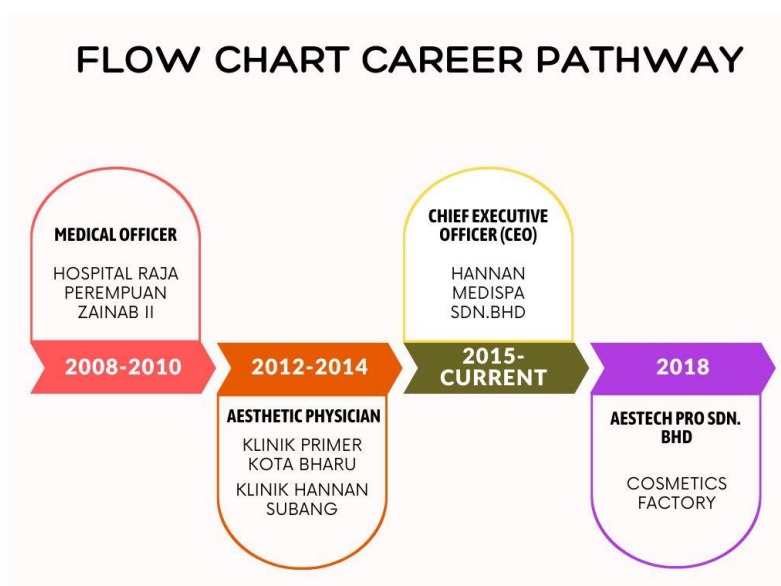


Figure 1: Career Pathway Dr. Mohd Hannan Mohd Yusof

Regarding the career journey, he had a remarkable story of resilience, ambition, and a passion for personal transformation and business mindset. Starting with retailing, this experience laid a strong foundation in customer relations, business operations, and the ability to adapt to diverse clientele. Transitioning into the culinary world, he marked a bold step toward creativity and precision, where he had the ability to balance his working as a medical doctor with the culinary field. With his business mindset better than others as well as internal motivation, the shift to the aesthetics field represented a significant turning point, driven by a desire to make a meaningful impact on people's lives through beauty and wellness.

After two (2) years of serving as a medical officer, Dr. Mohd Hannan Mohd Yusof left the medical field to fulfil his passion in aesthetic business. Beginning with a clinic named Klinik Primer Kota Bharu, situated

in the state of Kelantan, the first aesthetic clinic was founded in 2012. Dr. Mohd Hannan Mohd Yusof is a pioneer in the aesthetic field in Malaysia. Later in 2014, he opened Hannan Clinic in Subang, Selangor. Throughout his success, he also manages his own cosmetics factory in Muar, Johor. The factory is certified with Good Manufacturing Practice (GMP) standards and approved by the Malaysian Ministry of Health (KKM). This facility supports the production of Hannan Cosmetics' range of skincare products, which cater to various skin types which developed in collaboration with SIRIM, Malaysia's premier industrial research organization.

Combining these skills, the idea of establishing a medispa business emerged as a perfect integration of medical expertise, aesthetic artistry, and entrepreneurial spirit. The rising popularity of treatments such as dermal fillers, laser therapies, and skin rejuvenation reflects the desire for subtle enhancements that promote natural beauty and confidence. Furthermore, the demand for personalized care has grown, with clients seeking tailored solutions that align with their unique goals and lifestyles. The decision to launch a medispa business aligns with this market trajectory, combining medical expertise with a luxurious spa environment to meet the expectations of discerning clients.

As of 2024, through innovate and the way of thinking, he manages to own more than 120 branches of Hannan Medispa all around Malaysia covering South and North of Malaysia, Hannan Medispa is considered as the leading and revolutionizing brand in the aesthetic industry in Malaysia. The medspa brand focuses on natural beauty treatment primarily for face, acne and pigmentation therapy as well as body slimming. The company also offers a wide range of skin care, hair and body treatments and beauty products under the brand Hannan Cosmetics. Dr. Mohd Hannan Mohd Yusof had received awards in Spa and Best Cosmetics in 2017 and 2018, *Anugerah Personaliti Industri dan Usahawan Malaysia* in 2017. Throughout his business ventures, Dr. Mohd Hannan Mohd Yusof also helps the community social development with his entrepreneurship opportunities and charities.

Founders' Vision and Early Challenges

The founders of Hannan Medispa, with their medical backgrounds, envisioned a medispa that prioritized safety and efficacy. Their unique approach integrated medical-grade aesthetic treatments with affordable pricing to cater to a broad demographic. However, their early journey was fraught with challenges, including limited funding, skepticism from a saturated market, and the need to build trust among customers who were unfamiliar with medically supervised beauty services. To overcome these hurdles, the team focused on educating the public, building a strong brand, and emphasizing transparency in their practices.

"Transitioning into the aesthetic field demonstrated that with careful planning, mental resilience, and a solid strategy, success is achievable. In the beginning, the challenge was convincing the market of the value of clinical-based beauty treatments while facing tough competition. To overcome these obstacles, we focused on educating the public, strengthening our brand, and prioritizing transparency in our practices."

Dr. Mohd Hannan Mohd Yusof, CEO of Hannan Medispa Sdn. Bhd.

Innovation and Branding

Hannan Medispa has truly set itself apart in the beauty industry through its innovative approach and strong branding. Since 2020, Dr. Mohd Hannan Mohd Yusof has expanded her Medispa business into a luxurious, Muslimah-inspired beauty concept, incorporating cutting-edge technologies such as laser therapy, chemical peels, and advanced skin rejuvenation treatments. This technological prowess, combined with a commitment to high-quality, halal-certified services, has placed Hannan Medispa at the forefront of the beauty industry.

In terms of branding, Hannan Medispa has effectively communicated trust, expertise, and inclusivity. The creation of specialized branches like Hannan Muslimah Salon, which offers halal hair coloring services by skilled stylists trained at Kimarie Hair Academy, further solidifies the brand's commitment to both quality and values. Moreover, the launch of HIPSalons, Malaysia's first advanced co-sharing all-suite salon, exemplifies their innovative spirit. The upscale locations in Kuala Lumpur and Penang, equipped with private suites and luxurious facilities, showcase their ability to blend modern beauty services with traditional aesthetics. With a focus on comfort, quality, and elegance, HIPSalons has redefined the salon experience in Malaysia.



Figure 2: The Chief Executive Officer (CEO) of Hannan Medispa Sdn Bhd, Dr. Mohd Hannan Mohd Yusof, has been appointed as an Adjunct Professor at the Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan (UMK), for a one-year term effective 29th July 2024.

Through digital marketing campaigns and strategic collaborations with Universiti Malaysia Kelantan, Universiti Sains Malaysia (USM), SIRIM Berhad and International Islamic University Malaysia (IIUM), Hannan Medispa has been able to amplify its brand message, ensuring that it is recognized as a trusted name in beauty and wellness. The brand's ability to innovate while staying true to its values has solidified its place as a leader in the industry, inspiring confidence and loyalty from clients nationwide.

Customer-Centric Business Model

Balancing Trust and Credibility in Traditional and Complementary Medicine (TCM): Insights from Hannan Medispa

One of the significant challenges faced by Traditional and Complementary Medicine (TCM) is the tendency of some practitioners to make overclaims about the efficacy of certain modalities in treating specific diseases. For instance, cupping therapy is often touted as a cure for chronic conditions like hypertension, with claims rooted in its association with the Sunnah of Prophet Muhammad SAW. While cupping therapy is acknowledged as beneficial for general health, experts like Dr. Mohd Hannan Mohd Yusof stress that it should not be promoted as a direct treatment for chronic diseases without robust scientific evidence. Overstatements like these can mislead customers and risk eroding the credibility of TCM as a reliable and evidence-based practice.

Hannan Medispa serves as a stellar example of how to overcome such challenges by prioritizing trust and customer satisfaction in a competitive industry. Central to its success is a customer-centric approach that emphasizes personalized consultations, post-treatment follow-ups, and the integration of global standards through its membership with the American Academy of Aesthetic Medicine. This unwavering commitment to building trust has earned Hannan Medispa numerous accolades, including the Award-Winning Spa & Best Cosmetic Award 2017, the Female Spa Award 2018 for Best Microdermabrasion Treatment, and recognition as Number 3 in Malaysia's Loyalty Appreciation Awards in 2023.

Dr. Mohd Hannan Mohd Yusof, CEO of Hannan Medispa, aptly summarizes the foundation of their success:

"The key to a successful business lies in the ability to adapt to market demands, deliver consistently high-quality services, and create clear value for customers. This strategy not only ensures survival in a competitive market but also drives long-term growth."

Drawing lessons from Hannan Medispa

TCM practitioners can build credibility and maintain professional standards by:

1. **Avoiding Overclaims:** Clearly communicating the benefits of TCM without overstating its capabilities, particularly in treating severe or chronic conditions.
2. **Delivering High-Quality Services:** Ensuring treatments and products meet global standards through research and validation.
3. **Fostering Customer Loyalty:** Implementing personalized services, loyalty programs, and value-added benefits to establish lasting trust and relationships.
4. **By balancing tradition with evidence-based practices and a customer-first approach,** TCM can position itself as both credible and competitive, much like Hannan Medispa's success in the wellness and aesthetic industry.

Impact and Legacy

Hannan Medispa's impact extends far beyond its business achievements. The brand has created numerous job opportunities, supported local entrepreneurs, and contributed significantly to the professionalization of Malaysia's beauty industry. Its founders, particularly women, have become inspiring role models for aspiring entrepreneurs, proving that success is attainable with vision and determination.

In addition to its economic contributions, Dr. Mohd Hannan Mohd Yusof is deeply committed to uplifting communities, particularly young individuals seeking better opportunities. He strives to share his story of success and inspiration with those in need, offering not only hope but tangible support. Dr. Hannan has taken proactive steps to assist underprivileged students by providing monthly zakat and contributions, as well as renovating their homes to ensure they have a conducive environment for studying and living. These efforts aim to pave the way for a brighter future and a more comfortable life for the next generation.

Five-Year Projections

Hannan Medispa is well-positioned for sustained growth with several promising strategies. The company can focus on expansion by opening additional branches within Malaysia and exploring opportunities in regional markets across Southeast Asia. Investing in research and development through collaborations with universities will allow for the creation of innovative products that cater to high consumer demand. Emphasizing sustainability by adopting eco-friendly practices and developing green products will align with global consumer trends toward environmental consciousness. Additionally, integrating advanced skincare technologies, such as AI-assisted skin analysis and personalized treatment solutions, could enhance customer experience and service quality. By effectively implementing these strategies and addressing financial performance challenges, Hannan Medispa can solidify its reputation as a leader in the Malaysian beauty and wellness industry while fostering long-term growth.

Future Prospects in Aesthetics

"Product quality, effectiveness, and the content of the ingredients used play a pivotal role in the development of Hannan Medispa products ensuring customer satisfaction and trust for long term effects" - Dr. Mohd Hannan Mohd Yusof, CEO of Hannan Medispa Sdn. Bhd.

High-quality standards, proven effectiveness, and the content ingredients used serve as the foundation of Hannan Medispa's product development. The brand emphasizes creating skincare solutions that meet the diverse needs of its customers while adhering to strict quality benchmarks. Each product is meticulously researched and tested to ensure it delivers on its promises without compromising safety. This commitment to quality reflects Hannan Medispa dedication to providing skincare that is not only effective but also gentle and suitable for a wide range of skin types by using premium, scientifically backed, and ethically sourced components that address specific skin concerns while promoting overall skin health. This was proven when Dr. Mohd Hannan Mohd Yusof

learned the aesthetic field in Korea. Learning aesthetics in Korea can be an enriching experience, given the country's global reputation for advanced beauty techniques, cutting-edge technology, and innovative skincare products. By combining the latest advancements in skincare technology with natural and safe ingredients, Hannan Medispa creates formulations that resonate with customers seeking both innovation and reliability in their beauty routines. This thoughtful approach ensures each product is not only functional but also beneficial in the long term. Its innovative and customer-centric approach continues to inspire confidence, making Hannan Medispa a trusted name for those seeking transformative skincare solutions. This unwavering focus on quality and care ensures the brand remains a preferred choice for customers seeking the best in skincare.

Future Advice

*“Practicing yourself to always help society towards the future by providing them the useful knowledge.” - Dr. Mohd Hannan Mohd Yusof,
CEO of Hannan Medispa Sdn. Bhd.*

It emphasizes the importance of individual commitment to contributing positively to society. This statement encourages self-discipline and consistent efforts in fostering growth, progress, and betterment for the community. Dr. Mohd Hannan Mohd Yusof suggests that personal development and altruism are interconnected, with every small act of help paving the way for a brighter and more sustainable future. Dr. Mohd Hannan Mohd Yusof always highlights this by prioritizing the sharing of useful knowledge, individuals can address societal challenges, foster innovation, and contribute to the personal and professional growth of others. This practice is important because it aligns with following industry trends in career pathways, ensuring that individuals are equipped with the knowledge and skills that are relevant and in demand.

Epilogue

As Hannan Medispa forges ahead, its legacy highlights that enduring success transcends financial gains, embracing purpose and positive impact. Through continuous innovation, responsiveness to evolving customer expectations, and a steadfast commitment to excellence, the medispa is primed to seize new opportunities, including potential ventures into international markets.

The critical challenge for businesses like Hannan Medispa is balancing profit-making with purpose-driven strategies to ensure sustainable growth. By leveraging innovative solutions, adopting customer-centric practices, and fostering brand credibility, they can navigate this equilibrium effectively while maintaining competitive relevance globally.

How can businesses like Hannan Medispa balance profit-making with purpose-driven strategies to ensure sustainable growth, especially when expanding into international markets? This question serves as a pivotal exploration point for organizations aiming to align entrepreneurial ambition with meaningful impact.