

# Ku Azmier: Crafting Beauty, Creating Opportunities

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## Prologue

Entrepreneurship often begins with a seed of inspiration that slowly blossoms into a meaningful venture, and for Mohd Azmier Hafiz Bin Lamri, or *Ku Azmier*, that seed was planted during his time as a student at Universiti Malaysia Kelantan (UMK). While many of his peers pursued the conventional pathways laid out by their courses, Ku Azmier chose to venture into uncharted territory by establishing a business in the beauty and wellness industry, an area seemingly unrelated to his academic pursuit in Tourism under the Faculty of Hospitality, Tourism, and Wellness. Yet, it was precisely this bold decision that set him apart, proving that passion, creativity, and determination can transcend the boundaries of academic disciplines. Armed with the guiding principle embodied in his personal slogan, “*Create opportunities, don’t wait for opportunities*,” he transformed his student journey into an entrepreneurial platform that not only supported him financially but also allowed him to build a brand identity rooted in both family inspiration and individual ambition. His story is one of innovation, perseverance, and balance, reminding us that entrepreneurship is not limited by where you begin, but rather by how far you are willing to go.

## Azmier’s background

The story of Ku Azmier cannot be told without first understanding the strong foundation provided by his family background. Growing up in a household where skincare was not merely a product but a livelihood, he was exposed from an early age to the dynamics of running a business, the importance of customer trust, and the constant need for product improvement. This environment naturally instilled in him a sense of curiosity and resilience, as he observed firsthand how consistency and dedication were key to

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## KEYWORDS

Student Entrepreneurship, Personal Branding, Innovation in Small Business

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sustaining a business. When the time came for him to consider his own entrepreneurial journey, it was only natural that he looked toward skincare as a starting point. This was not simply a matter of convenience, but a reflection of his deep-seated familiarity with the industry, reinforced by the encouragement and ideas passed down from his family.

Another significant aspect of his background lies in his decision to carry forward his family's legacy while simultaneously crafting his own identity within the business. By naming his brand *Ku Beauty Skincare*, he not only paid homage to his personal name, *Ku Azmier*, but also cleverly developed a brand identity that was distinctive, personal, and easy to remember. The inclusion of "Ku" symbolized ownership and authenticity, which are crucial values in a competitive industry like skincare. This decision reflected both his respect for his roots and his determination to step into the entrepreneurial world on his own terms. By weaving his identity into the brand, he created a stronger bond between himself and his products, making his journey even more meaningful.

His early days as an entrepreneur were also marked by the challenge of balancing academics with the responsibilities of starting a business. As a second-semester student in 2021, Ku Azmier faced the reality of managing coursework, assignments, and examinations while simultaneously focusing on product development and market entry. Yet, it was precisely this balancing act that highlighted his determination and resilience. Unlike entrepreneurs who enter business with fewer distractions, his circumstances required him to master time management and prioritize tasks effectively, proving his ability to thrive under pressure. In many ways, this experience prepared him for the multi-faceted challenges he would later face as both an emcee and a business owner.

The first set of products launched under his brand were skincare essentials: serum, and soap. These were not random choices but carefully selected items that reflected market demand, accessibility, and affordability, particularly for young consumers such as students. By focusing on products that had a wide user base, he ensured that his entry into the market was practical and strategic. Furthermore, these products served as a stepping stone, allowing him to gain feedback from customers, refine his branding, and build trust within his immediate community. Starting small but with purpose, Ku Azmier laid the groundwork for greater innovation in the future.

Ultimately, Ku Azmier's background provides an essential context for his entrepreneurial journey, highlighting the blend of family influence, personal ambition, and strategic decision-making that guided him from the outset. His story is not one of chance but of preparation meeting opportunity, where every aspect of his upbringing and education contributed to his confidence in launching *Ku Beauty Skincare*. The lessons he absorbed from his family's involvement in business became the compass that directed his steps, while his unique perspective as a student entrepreneur allowed him to inject freshness and creativity into his brand.

### **The Entrepreneurial Journey**

The true turning point in Ku Azmier's entrepreneurial journey came when he joined the Universiti Malaysia Kelantan Entrepreneurship Initiative (UMK-EI), a platform established to nurture students into capable entrepreneurs through structured training, exposure, and mentorship. For Ku Azmier, this initiative was more than just a program it served as a transformative springboard that expanded his business perspective and encouraged him to innovate beyond conventional boundaries. During his participation in UMK-EI, he was inspired to enhance one of his key skincare products by introducing a serum with added SPF protection, branded as Ku Serum. This product was formulated using natural ingredients such as *tomato*, *Vitamin C*, *glutathione*, *aloe vera*, and *aqua (water)*, which collectively provide multiple skin benefits including moisturizing, brightening, anti-aging, and protection against sunburn. Ku Serum was specifically designed to meet consumer demands for skincare that promotes *whitening, glowing, and protection from Malaysia's intense tropical sun*.



Figure 1: Ku Beauty Skincare Logo

The introduction of this serum was a strategic step that not only differentiated his brand in the competitive skincare market but also reflected his ability to align innovation with practicality and affordability. Ku Serum became a symbol of his commitment to product quality and responsiveness to market trends, showcasing how creativity and scientific awareness can merge in entrepreneurial practice. Furthermore, its development highlighted the pivotal role of UMK-EI in strengthening his entrepreneurial capabilities, demonstrating how structured mentorship and institutional support can empower student entrepreneurs to translate ideas into impactful, market-ready innovations.



Figure 2: Ku Serum

Another notable milestone in Ku Azmier's entrepreneurial development was the introduction of 'Ku Soap', a natural-based facial cleansing bar formulated to complement his skincare line. Recognizing the growing consumer demand for affordable and effective skincare alternatives, Ku Azmier designed Ku Soap to target common skin issues such as acne and dullness while maintaining gentle, everyday usability. What made this product unique was its focus on simplicity and authenticity handcrafted with natural ingredients and packaged to reflect a minimalist aesthetic that appealed to young consumers. By introducing Ku Soap, Ku Azmier strengthened the identity of Ku Beauty Skincare as a brand that values both quality and accessibility. The product also showcased his continuous commitment to innovation and his ability to respond to changing market trends. Moreover, Ku Soap became an entry-level product for new customers, allowing them to experience the brand's effectiveness before exploring the full skincare range, thereby expanding his customer base and deepening brand loyalty.



Figure 3: Ku Soap

His entrepreneurial journey did not stop with skincare. In 2022, only a year after launching his first set of products, Ku Azmier diversified into a completely different line with the introduction of *Ku Inhaler*. This decision reflected both creativity and market awareness, as he realized that his peers mostly students required affordable wellness products that could fit into their daily lives. The inhaler became an immediate hit among students because it was practical, portable, and inexpensive, making it highly attractive to his core demographic. By branching out into wellness while maintaining his skincare line, Ku Azmier showed that entrepreneurship is about diversification, adaptability, and finding multiple ways to meet consumer needs.



Figure 4: Ku' Miracle Inhaler

What makes this journey particularly remarkable is his ability to juggle multiple roles while still ensuring steady growth for his business. Selling *Ku Inhaler* at events where he worked as an emcee became a strategic move, allowing him to merge two income streams into one cohesive entrepreneurial strategy. His presence as an emcee provided visibility, credibility, and constant exposure, while his products benefited from the audience he regularly interacted with. This dual approach illustrated his instinct to maximize every opportunity available to him, embodying his belief that opportunities must be created rather than awaited.

In essence, Ku Azmier's entrepreneurial journey demonstrates the transformative power of resilience, creativity, and adaptability. From innovating skincare products through UMK-EI to diversifying into student-focused inhalers, he continuously proved his ability to stay ahead of trends and maintain relevance. Each stage of his journey was marked by intentional decisions that reflected not only his awareness of the market but also his determination to leave a lasting mark as a student entrepreneur. His story serves as a reminder that the entrepreneurial path is not linear but dynamic, requiring constant evolution and the courage to explore new horizons.

### **Balancing Roles: Skincare, Emcee and Student Life**

One of the most compelling aspects of Ku Azmier's story is his ability to balance the demands of being a student, a business owner, and an emcee simultaneously. Each of these roles carried its own challenges, yet rather than viewing them as competing responsibilities, he saw them as interconnected opportunities that could complement one another. As a student, he had to dedicate time to assignments, projects, and exams, while as a business owner, he was responsible for marketing, customer satisfaction, and product innovation. On top of that, his career as an emcee required preparation, confidence, and the ability to command an audience. The harmony with which he managed these roles reflects his discipline, resilience, and belief in maximizing every moment to its fullest.

His emceeing career, which began even before his university years, became a critical part of his entrepreneurial identity. Hosting events not only provided him with a steady source of side income but also elevated his public presence, allowing him to expand his network and connect with diverse groups of people. This exposure indirectly benefited his business, as he often used the platform to

promote his products or showcase his brand. The skills he honed as an emcee communication, confidence, and audience engagement proved invaluable in entrepreneurship, particularly in marketing his products to students and young consumers. Thus, what started as a passion became a strategic advantage, reinforcing the synergy between his multiple roles.



Figure 5: Emcee Poster Promotion

The lack of a physical store could have been a major barrier, but Ku Azmier turned this challenge into an opportunity by focusing on online sales and pop-up booths. Utilizing platforms like Facebook and Instagram, he created a digital presence that allowed him to reach audiences far beyond his immediate community. This online approach was not only cost-effective but also aligned with the shopping habits of his target market which is students and young consumers who were already active on social media. Occasionally joining booths gave him the chance to meet customers face-to-face, build trust, and create memorable experiences that reinforced brand loyalty. His ability to adapt to modern retail practices while still valuing traditional sales interactions exemplified his flexibility as an entrepreneur.

Despite his busy schedule, Ku Azmier never allowed one role to overshadow the others. His commitment to his studies remained evident, as he recognized the value of education in shaping his long-term career. At the same time, his entrepreneurial ventures ensured that he gained practical experience in business, while his emceeing career continued to provide visibility and financial

support. The balance he maintained reflects not only strong time management skills but also a deep sense of purpose, as he understood that each role contributed to his overall growth as an individual and as a future leader.

Ultimately, the balance between skincare, emceeing, and student life became the hallmark of his entrepreneurial journey. It showed that success does not come from limiting oneself to a single path, but rather from embracing multiple opportunities and allowing them to work together harmoniously. Ku Azmier's story in this regard is a powerful example for other students who may be hesitant to pursue multiple passions, proving that with discipline and creativity, it is possible to excel in more than one area at the same time.

## **Epilogue**

The entrepreneurial journey of Ku Azmier embodies the essence of modern student entrepreneurship dynamic, multifaceted, and grounded in innovation and resilience. His story illustrates that entrepreneurship is not confined by one's academic discipline, financial capacity, or access to physical infrastructure, but is instead driven by vision, adaptability, and the courage to take initiative. From establishing *Ku Beauty Skincare* in 2021, innovating with the SPF-based Ku Serum under the mentorship of UMK-EI, to diversifying his business with Ku Inhaler and skillfully balancing his emceeing career alongside academic responsibilities, Ku Azmier exemplifies the power of perseverance and proactive action. Guided by his personal philosophy, "*Create opportunities, don't wait for opportunities*," he continues to demonstrate how determination and creativity can transform challenges into success. As his entrepreneurial journey progresses, Ku Azmier serves as a compelling role model for students and aspiring entrepreneurs, proving that true success arises not from waiting for the right moment, but from the courage to create and shape one's own future.