

Redefining Confinement Care: The Entrepreneurial Journey of D'Lina Spa & Wellness

Authors: Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab Rashid and Mohd Hakam Nazir

Prologue

In a world where maternal wellness often oscillates between outdated customs and impersonal clinical routines, D'Lina Spa & Wellness stands out as a pioneering force that harmoniously blends ancestral wisdom with modern healthcare practices. Nestled in the heart of Kuala Krai, Kelantan, this homegrown enterprise represents more than just the success of an entrepreneur; it embodies the resilience of a tradition revitalized through innovation. Its founder, Puan Azlina Binti Mohammad, draws upon the legacy of her foremothers and combines it with professional expertise to create a sanctuary for new mothers—a space that heals the body, nurtures the mind, and honors the spirit of motherhood. This case study highlights D'Lina's holistic approach to confinement care, presenting a compelling blueprint for how traditional wellness can evolve while preserving its essence. More than a business story, it unfolds as a cultural narrative of healing, empowerment, and transformation.

Background of the Company

D'Lina Spa & Wellness, also known as D'Lina Wellness & Bekam Centre, has been a prominent name in the health and wellness industry in Kuala Krai, Kelantan, for nearly two decades. Located at Lot 1447, 18000 Kuala Krai, Kelantan, the spa was founded by Puan Azlina Binti Mohammad, a visionary entrepreneur dedicated to reviving and modernising traditional wellness practices.

THE AUTHORS

Norsuriani Samsudin¹, Norsyamlina Che Abdul Rahim¹, Roslizawati Che Aziz^{1,2}, Nurul Hafizah Mohd Yasin¹, Ahmad Faezi Ab Rashid¹, Mohd Hakam Nazir¹

¹ Faculty of Hospitality, Tourism & Wellness (FHPK), University Malaysia Kelantan.

² Global Entrepreneurship Research and Innovation Centre (GERIC), University Malaysia Kelantan.

KEYWORDS

Confinement care, Herbal therapy, Maternal wellness industry.

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The spa has earned recognition for its significant contributions to community health and wellness, with Puan Azlina receiving multiple awards from reputable organisations, including the Ministry of Rural Development and RISDA, in acknowledgment of her entrepreneurial achievements. Her inspiring journey has also been showcased in national programmes such as Travelogue Jejak Inspirasi Usahawan Berjaya, which highlights successful Malaysian entrepreneurs.

D'Lina Spa & Wellness specialises in traditional health services such as bekam (cupping therapy), acupuncture, and confinement care, alongside various massage and herbal treatments. These offerings reflect a strong commitment to preserving Malaysian cultural heritage while meeting the needs of modern wellness seekers. Cupping therapy improves blood circulation and detoxifies the body, while confinement care provides new mothers with physical recovery and emotional support. Acupuncture is also incorporated to restore energy balance and alleviate health concerns, making the spa a trusted centre for holistic care.

The business success of D'Lina Spa & Wellness is closely tied to Puan Azlina's dedication and resilience. She actively participated in entrepreneurial development programmes organised by RISDA, including the Additional Economic Activities (AET) programme in 2017 and GROOM BIG in 2020. Through these initiatives, she secured financial assistance amounting to RM65,000, which enabled her to expand operations and grow the spa's income to approximately RM15,000 per month. Her story exemplifies how entrepreneurial perseverance, combined with strategic use of support programmes, can transform a traditional practice into a sustainable and thriving enterprise.



Figure 1: History of company

Confinement Services at D'Lina Spa & Wellness: A Sanctuary for Mothers Rooted in Heritage and Care

In Kuala Krai, Kelantan, where tradition meets modern wellness, D'Lina Spa & Wellness has become a trusted retreat for mothers seeking comfort and recovery after childbirth. For this establishment, confinement care is not just a service- it is a vocation grounded in cultural heritage and maternal well-being.

Confinement practices in Malaysia are deeply symbolic, reflecting a mother's need for rest, healing, and renewal after giving birth. At D'Lina, these traditions are carefully preserved and delivered through therapeutic massages to relieve tension, herbal baths to restore vitality, abdominal binding (bengkung) to support recovery, and nutritional guidance to encourage lactation. Each of these treatments is more than just a therapy- they represent rituals of care and rejuvenation handed down through generations, now elevated within a safe and professional environment.

Whether a mother visits the spa or engages the mobile care team, she is embraced in an atmosphere of empathy and respect. Every treatment is carried out with intention- from the comforting touch of massage to the revitalising essence of herbal wraps, to the reassuring conversations that accompany each session.

Beyond the standard descriptions found online, the essence of D'Lina's confinement services lies in the real-life experiences of mothers who leave feeling renewed in body, mind, and spirit. Complementary treatments such as vaginal steaming, body scrubs, and acupuncture further enhance the holistic recovery journey. For D'Lina, the postpartum period is not simply a phase of healing- it is a sacred transformation, celebrated through care, tradition, and compassion.

Blending Tradition and Enterprise: The D'Lina Spa & Wellness Model

The success of D'Lina Spa & Wellness is built on a clear and resilient vision- a business model shaped by maternal compassion and entrepreneurial foresight. As part of the wider Dilina Group,

which also encompasses a training academy and a confinement recovery centre, the spa goes beyond offering wellness treatments. It represents a movement- a revival of personalised, holistic care anchored in cultural heritage.

At its foundation, D'Lina integrates traditional healing practices with modern business strategies, delivering both in-house spa services and mobile confinement care for mothers who prefer recovery in their own homes. This adaptability ensures inclusivity, allowing women from diverse backgrounds and circumstances to access quality care.

The workforce reflects this ethos: a combination of dedicated full-time therapists, motivated trainees, and carefully selected subcontractors, all trained not only in professional techniques but also in empathy and active listening. At D'Lina, care is not transactional- it is relational. Each team member serves as both a therapist and a companion in a mother's postpartum journey.

Guiding this vision is a founder who believes that healing must extend beyond physical relief. Her principle is simple yet powerful: every touch should ease discomfort, and every interaction should bring hope. Under her leadership, D'Lina has expanded its services to include lactation coaching, confinement planning, and maternal education, empowering mothers with the knowledge and confidence to navigate postpartum recovery.

Even during periods of high demand, D'Lina maintains a strict commitment to quality. Subcontractors are carefully vetted and trained to meet the company's high standards, while client feedback is systematically collected and used as a benchmark for improvement. Treatments are meticulously documented and monitored, not merely for operational efficiency but to reinforce the company's unwavering belief that every mother deserves the highest standard of care.

Confinement Care Services: A Holistic Model for Maternal Recovery

At D'Lina Spa & Wellness, confinement care extends far beyond physical recovery. It is about nurturing the soul, honoring a woman's transition into motherhood, and ensuring comfort at every

stage of the journey. With its personalized and culturally grounded approach, D'Lina provides mothers not just with treatments, but with a true sanctuary of care.

“Our spa emphasizes family spa concepts with packages tailored to different life phases from bridal care, fertility, pregnancy to confinement care.”

Central to D'Lina's philosophy is compassionate customization. Every mother's journey is unique, and so is the care she receives. Whether recovering from a natural delivery or a Caesarean birth, seeking daily therapy or occasional relief, each recovery plan is individually designed to match her physical condition, emotional readiness, and financial needs.

The cornerstone of the service is confinement massage and bertungku (hot stone compress), which help relieve soreness, reduce swelling, and promote the womb's natural healing process. For mothers recovering from surgery, gentler massage techniques and acupuncture are offered ensuring comfort and safety without compromising effectiveness.

But D'Lina's care goes deeper than treatment alone. Herbal therapies, belly binding, and traditional tonics are not only administered but also explained, allowing mothers to understand the purpose and benefits of each step. In doing so, every session becomes a collaborative journey of recovery, rather than a one-way service. Importantly, D'Lina also recognizes the baby's needs. Packages include infant care, with trained caregivers gently bathing newborns, providing soothing massages, and offering natural remedies for colic. These tender practices strengthen the bond between mother and child, ensuring that both are cared for with equal grace.

For mothers with unique medical conditions or emotional challenges, personal consultations are provided with empathy and respect. This ensures every woman receives tailored, dignified, and effective support. For many especially first-time mothers D'Lina becomes a trusted refuge, a place where they feel acknowledged, reassured, and fully supported in their postpartum journey.

Integrated Maternal Wellness: Tradition, Nutrition, and Professional Care

At D'Lina Spa & Wellness, maternal care is designed as a complete ecosystem that integrates breastfeeding support, holistic nutrition, traditional and modern confinement therapies, and professionalized service delivery.

Breastfeeding is recognized as both a physical milestone and an emotional journey. “We offer breastfeeding guidance from the seventh month of pregnancy onwards, covering techniques, positions, and lactation stimulation.” Mothers receive practical education through demonstrations, posture correction, and ongoing support via WhatsApp groups, where trained lactation advisors provide round-the-clock guidance. Natural methods such as hydration, skin-to-skin contact, and gentle stimulation are emphasized to boost milk supply. Alongside this, D'Lina promotes a “milk booster” nutrition protocol featuring honey-date drinks, herbal tonics, and carefully curated postpartum diets tailored to cultural expectations, allergies, and digestion. Local vendors collaborate with the spa to deliver meals as part of its full-service packages, ensuring mothers receive nourishment with love and intention.

What sets D'Lina apart is its hybrid wellness model, blending heritage and innovation. Traditional practices like herbal steaming, belly binding, and bertungku (hot stone compress) are offered alongside modern alternatives such as ergonomic binders, ionizers, and medical-grade massage oils. This flexibility allows the spa to cater to mothers from Malay, Chinese, and Indian communities, while also adapting services to different lifestyles and religious sensitivities. “Our goal is to provide a holistic and effective confinement experience by combining traditional, modern, and complementary methods according to individual needs.” This adaptability not only enhances client satisfaction but also expands the spa's reach across diverse markets.

D'Lina's commitment to excellence is reinforced through training, standards, and professionalism. All services adhere to the National Occupational Skills Standards (NOSS) and Malaysian Skills Diploma (Level 4) guidelines. Confinement ladies (CLs) and therapists undergo continuous training and performance monitoring, with checklists ensuring accountability payments are withheld if standards are not met. “Uniforms are mandatory, giving CLs a more professional

appearance and distancing their role from that of a housemaid.” Through structured training, strict quality control, and collaborations with universities for student internships, D’Lina redefines postpartum care as a respected, skill-based profession.

By combining science with tradition, compassion with professionalism, and care with cultural respect, D’Lina Spa & Wellness creates a trusted model of maternal wellness that uplifts mothers, empowers practitioners, and raises industry standards.

Challenges, Emotional Intelligence, and Cultural Adaptability in Confinement Care

Operating a confinement care business like D’Lina Spa & Wellness comes with unique challenges that require both professionalism and emotional intelligence. Many of its clients are educated, urban mothers including doctors and PhD holders who may initially question traditional practices. However, these clients often gain confidence once the scientific rationale behind each treatment is explained, demonstrating the importance of clear communication and credibility.

Beyond physical recovery, postpartum mothers frequently face emotional struggles such as isolation, frustration, or conflict with in-laws. In these circumstances, confinement ladies (CLs) must serve not only as caregivers but also as emotional companions, attuned to each mother’s background and state of mind. Family dynamics can complicate care delivery, with grandmothers or domestic helpers sometimes interfering with the CL’s role. To address this, D’Lina trains its staff in respectful negotiation skills and emphasizes the importance of clarifying their responsibilities early in the process.

Misperceptions about confinement rules also present difficulties. Some mothers resist routines such as wearing compression socks or avoiding certain foods. The solution lies in calm, persuasive education, where benefits are explained without judgment or rigidity. As the founder reminds her team: “We emphasize empathy not just physical tasks. The confinement staffs must understand the mother’s feelings and not just perform duties mechanically.” This philosophy reinforces that caregiving built on sincerity and empathy fosters lasting trust.

Equally important is cultural adaptability, given D'Lina's diverse clientele of Malay, Chinese, and Indian mothers. Malay clients typically prefer full confinement packages with herbal meals, traditional massages, and spiritual wellness practices. Chinese clients lean toward more medical-grade or hygienic options, such as ion steamers instead of herbal baths, or meals without traditional "hot" ingredients. Indian clients are generally more selective, often choosing massages or bertungku while declining complete confinement packages, making trust and transparent communication essential.

D'Lina's approach is not to impose one tradition on all clients, but rather to adapt services respectfully to each cultural context. The team is trained to recognize these differences and align their practices accordingly. Religious sensitivities are also carefully managed. For example, Muslim caregivers may feel uncomfortable working in homes with religious statues or altars, and D'Lina ensures that such concerns are addressed openly with clients to maintain mutual respect.

This emphasis on emotional intelligence and cultural flexibility not only enhances the quality of care but also broadens D'Lina's market acceptance. By respecting diversity and building intercultural understanding, D'Lina positions itself as a trusted, inclusive, and empathetic leader in Malaysia's maternal wellness industry.

Package Design and Client Affordability

D'Lina Spa & Wellness offers a wide range of service packages tailored to clients' financial capacities and health needs. Options extend from basic massage sessions to comprehensive confinement care that includes meal delivery, baby care, and lactation support.

Affordability is a guiding principle. Packages are flexible and can be customized without compromising quality. For example, a mother may choose to forgo meal services while still receiving daily massages and breastfeeding guidance. This flexibility ensures that no mother is excluded due to financial constraints.

The business also maintains a transparent pricing model. Clients are informed in advance about additional costs such as transportation fees or meal ingredients. To safeguard both parties, a deposit system is applied, with final payments collected upfront to reduce risks and secure commitment.

For clients facing financial challenges, D'Lina extends further support. The founder actively promotes savings schemes and provides flexible payment plans. During the COVID-19 pandemic, certain services were even delivered free of charge or at reduced rates as part of community outreach.

Each package carries a guarantee of care, with the founder personally following up with clients to gather feedback and ensure satisfaction. This personalized engagement differentiates D'Lina in an industry where aftercare is often neglected.

Ultimately, the goal is to provide a warm, stress-free experience for all mothers, regardless of socioeconomic background allowing them to heal, bond with their newborns, and begin parenthood with confidence.

Expanding Horizons: Future Growth and Impact in Confinement Care

Looking forward, D'Lina's industry vision includes establishing a boutique-style confinement center that combines the warmth of a home with the professionalism of a healthcare facility. Inspired by Chinese confinement centers yet adapted with cultural sensitivity, inclusivity, and affordability, this model would offer long-stay recovery packages. Expansion will follow a step-by-step scaling strategy, beginning with smaller residential units as proof of concept before larger facilities are developed.

The founder also envisions a professionalized confinement care sector where practitioners specialize in baby care, maternal massage, lactation, or postpartum nutrition, supported by certifications. Through the Putera Association, she aims to unite wellness professionals across Malaysia to collaborate, share knowledge, and set industry standards. The long-term goal is to

foster an ecosystem of heart-centered, professional confinement care that is culturally grounded and accessible nationwide.

Community impact remains central to D'Lina's philosophy. During the pandemic, free online classes, lactation advice, and emotional support were offered to mothers without expectation of payment. The founder believes that sincere service carries spiritual blessings, crediting the prayers of grateful clients for her business resilience. Initiatives such as low-cost breastfeeding workshops for young couples and collaborations with universities reflect a commitment to empowering families early, beginning with prenatal care in the first trimester.

Ultimately, D'Lina demonstrates that wellness businesses can be both profitable and purpose driven. By integrating accessibility, ethical practices, and community engagement, the spa has cultivated loyalty across generations. More than a business, it is a movement uplifting lives, nurturing families, and redefining maternal care in Malaysia.

Epilogue

As this case study draws to a close, D'Lina Spa & Wellness emerges as a testament to the power of empathy, cultural heritage, and purpose-driven entrepreneurship. By redefining confinement care through a hybrid model that harmonizes science with tradition, D'Lina has not only raised the standard of maternal wellness in Malaysia but also reshaped how society views postpartum recovery.

The journey demonstrates that caregiving can be professionalized without losing its soul, and that innovation can coexist with cultural authenticity. D'Lina's success offers valuable lessons for policymakers, educators, and entrepreneurs to reimagine maternal health services as inclusive, adaptable, and impactful.

As Malaysia continues its efforts to strengthen maternal and child health outcomes, the D'Lina model provides a replicable and scalable framework one that champions healing with compassion, care delivered with competence, and business conducted with conscience.

The story is far from over; in fact, it begins again with every mother supported, every practitioner empowered, and every tradition thoughtfully preserved.

Acknowledgement

The research is funded by the Global Entrepreneurship Research and Innovation Centre (GERIC), Universiti Malaysia Kelantan