



اُنِبُوْا سِيَّتِي تَتِيكُوْا لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**DEPARTMENT OF BUILT ENVIRONMENT STUDIES AND TECHNOLOGY
UNIVERSITI TEKNOLOGI MARA CAMPUS SERI ISKANDAR, PERAK.**

AP114

DIPLOMA IN QUANTITY SURVEYING

ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP

ASSIGNMENT 2 : BUSINESS ACTIVITY

COMPANY NAME : ADUCKTIVE FOOD ENTERPRISE

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GROUP : AAP1144K

SUBMISSION DATE : 13 JUNE 2021

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1.0 ACKNOWLEDGEMENT

Assalamualaikum WBT,

First and foremost, I would like to express my deepest appreciation to all the participants who have helped me in completing this business activity. The success and final outcome of this assignment required a lot of guidance and assistance from many people and I extremely fortunate to have got this all along the completion of my assignment work. My completion of this business activity could not have been accomplished without the support from my customers that purchase my food that I sell for this business activity because I am pretty sure that without support from them, I was not able to complete this assignment. Moreover, I would like to thanks to my classmates that always giving me a good response when I appointing question and also giving advices in completing this task. Besides, not forgetting my family especially my parents who always give support and encouragement to make sure I was able to complete this assignment.

Furthermore, the most importantly, a special gratitude and huge appreciation I give to Madam Hafini Suhana Binti Ithnin for giving me an opportunity to do this assignment work and providing the guidance which made me complete the assignment on time. I extremely grateful to her for providing such a nice support and guidance. Even though it was quite tough for me to complete this assignment since our country is facing the pandemic of COVID-19 and now we need to obey rules from government to stay at home but I am so grateful because everything went smoothly for me. Lastly, I sincerely hope that what I have prepared for this report will meet the requirements and criteria of the questions from the assignment.

2.0 EXECUTIVE SUMMARY

In this assignment, I was required to run a business activity on my own. Therefore, to complete this task, I decided to become as a Mini Agent of Aducktive Salted Egg. I am starting doing this business in around 3 weeks which is I started on 17th May 2021 until 6th June 2021. In this business activity, the nature of business is food industry. I am selling Spicy Salted Egg Cornflakes. This snacks very popular among teenagers and adults. I choose this food to sell because it really delicious and crunchy. The taste of this food is really perfect because it is combination between of sweet, spicy and salty. Spicy Salted Egg Cornflakes is one of the products from Aducktive Food Sdn.Bhd.

Furthermore, due this corona virus (COVID-19) pandemic and until now there is an increase cases of this outbreak in Malaysia, it is literally so dangerous to going out especially when I have to do COD service the food to my customers but everything went smoothly for me and it does not stop me from continuing my task to complete this assignment. Since this was my time doing business, it gave me a lot of new experience and I also learn many things from this activity. I am so grateful because through this business activity, I get an opportunity to experience doing a business.

Lastly, I am so grateful that everything went smoothly from the start until to the end and no problems was happened during to complete this business activity. The business activity gives me more knowledge about business such as marketing, operational strategy, database, sales and so on. It was amazing experience for me and I am optimistic through this business activity it gives me more comprehension in entrepreneurship world and element on becoming an ideal entrepreneur in future. I also can use this experience in the future if one day I become an entrepreneur.

3.0 PROJECT DESCRIPTION

3.1 Product Information

3.1.1 Background of Product's Company (HQ)

Aducktive Food Enterprise is one of the local food company that sell snacks like salted egg cornflakes, crunchy spring roll and anchovies *maruku*. The best-seller of this product is salted egg cornflakes. This company known as Aducktive Salted Egg.

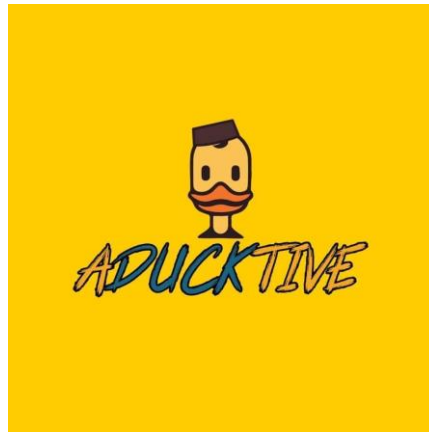


Figure 1.0 Aducktive Food Enterprise

COMPANY'S NAME	Aducktive
FOUNDER	Mohamad Anif Azami
TYPE OF COMPANY	Aducktive Food Sdn Bhd
NATURE OF BUSINESS	Food Industry
MAIN PRODUCT	<ul style="list-style-type: none">• Spicy Salted Egg Cornflakes• Original Salted Egg Cornflakes• Crunchy Spring Roll• Anchovies <i>Maruku</i>
SOCIAL MEDIA PLATFORM	<ul style="list-style-type: none">• Instagram : aducktive.saltedegg.hq• Facebook : Aducktive Salted Egg HQ
HQ LOCATION	Bandar Seri Coalfields, 61, Jalan BSC 2B/1, 47000 Sungai Buloh, Selangor.