



89

CASE STUDY: COMPANY ANALYSIS

ELEWSMART

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT
OPERATIONS MANAGEMENT (BA244)

SEMESTER : SEMESTER 4

PROJECT TITLE : CASE STUDY

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ACKNOWLEDGEMENT

Assalamualaikum, we are students from class ENT530 L of the Faculty of Business Management, course Operations Management. All glory to Allah and His blessing on the completion of this report of Case Study: Company Analysis of Elews Mart on PRINCIPLES OF ENTREPRENEURSHIP (ENT530). We thank Allah for all the opportunities, motivations, and even obstacles that we have been give during the period in finishing the assignment.

We have seen so much in the process of finishing the assignment, not just from the intellectual point of view but also from the perspective of personality. Primarily, we would like to express our deepest appreciation to our lecturer, Dr. or Zawani Mamat @ Ibrahim, for her encouragement, empathy, time, determination and the most important is her inspiration and warm spirit given to our group members in order to complete this report. It was a great pleasure and honors to have her as a lecturer.


Also not to forget our wholehearted and big thanks to our parents, family members, our group members, and our fellow classmates. It would not be possible to do the assignment without continuous support from them. May Allah exhibit accomplishment and glory to the above-mentioned characters in their lives? 

Table of Contents

ACKNOWLEDGEMENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Purpose of the Study	1
2.0 COMPANY INFORMATION	2
2.1 Company Background	2
2.2 Organizational Structure	2
2.3 Products/ Services.....	3
2.4 Business, Marketing, Operational Strategy	4
2.5 Financial Achievements.....	8
3.0 COMPANY ANALYSIS	10
4.0 FINDINGS AND DISCUSSION	13
4.1 Major Business Problems	13
4.2 Solutions.....	14
5.0 CONCLUSIONS	18
6.0 REFERENCES	19
7.0 APPENDICES	20
7.1 Elewsmart Stores	20
7.2 Products and Promotion	21



LIST OF FIGURES

Figure 1: ElewsMart Logo

Figure 2: Promotions of ElewsMart

Figure 3: Elewsmart Store in Kajang

Figure 4: Elewsmart Store in Bandar Baru Bangi

Figure 5: Elewsmart Store in Seksyen 24, Shah Alam

Figure 6: Elewsmart Promotion

Figure 7: Elewsmart Products and Promotion



LIST OF TABLES

Table 1: ElewsMart Branch Addresses

Table 2: SWOT Analysis of ElewsMart

Table 3: Advantages and Disadvantages of Solutions

EXECUTIVE SUMMARY

The main purpose of this case study is to analyze the small business that our group members have chosen, which ElewsMart is. ElewsMart is a retail company that sells a variety of products with a low price and high quality products. ElewsMart is a physical retail shop that owned by a popular preacher called Ustaz Ebit Lew. ElewsMart uses online platforms such as Facebook, Instagram, and Twitter to promote this shop. One of the main findings that is crucial in this case study is SWOT analysis of the business. In this study, we will look for the internal and external causes or factors that can influence the business. In terms of the SWOT analysis, we can identify the advantages for the business, weaknesses of the company, threats and anything related to the business.

1.0 INTRODUCTION

1.1 Background of the Study

The background of this study is to show that retail sales are relatively modest amounts of items to customers. The consumers then do not sell what they have purchased. The buyer does not resell, in other words. The buyer is at the end of the product line in the retail industry. To put it simply, the ultimate customer is the buyer. In rare situations, the purchaser is not the final customer in the retail industry. For example, the girlfriend is the ultimate customer if a man buy a cup for his girlfriend. The buyer does not acquire the product for sales. The transaction thus took place in the retail sector.

The retail sector includes all shops and stores that sell goods to shoppers, i.e., the ultimate consumers. The shoppers buy the products for personal and not business use.

In this study, we will explore the importance of small and medium-sized companies in the growth of innovation. This shop is highly essential for small and medium-sized companies' innovation. An interesting proposal is the notion of entrepreneurship. This seeks to extend their commercial empire in Malaysia and contribute to economic development and employment creation in the country.

1.2 Purpose of the Study

The aim of the research is to demonstrate to our lecturers and students a retail shop in Malaysia that delivers necessary items at affordable rates. They also offer an aid centre or 'food bank' for people who need support irrespective of ethnicity and religion in every business branch.

2.0 COMPANY INFORMATION

2.1 Company Background



Figure 1: ElewsMart Logo

Company information is essential data to be review, Elewsmart Sdn Bhd, is a small enterprise company. As Malaysian supermarket, chain launched by independent preacher Ebit Lew on July 18, 2020, with its first location in Bandar Baru Bangi, Selangor. Each of its locations also includes a 'Food Bank' machine, which seeks to give and supply food products to people in need free.

The first ten locations were open in Bandar Baru Bangi in the previous years. Sungai Buloh, Shah Alam, Balakong, Cheras, Damansara, Gombak Traders, Prima Gombak, and Subang Perdana are just a few of the cities in Malaysia. The mission and vision of Elewsmart is to be Malaysia's premier retail firm, providing essentials at reasonable rates. They also aim to provide a resource for people in need, regardless of ethnicity or religion, by establishing a 'Food Bank' at each ElewsMart location.

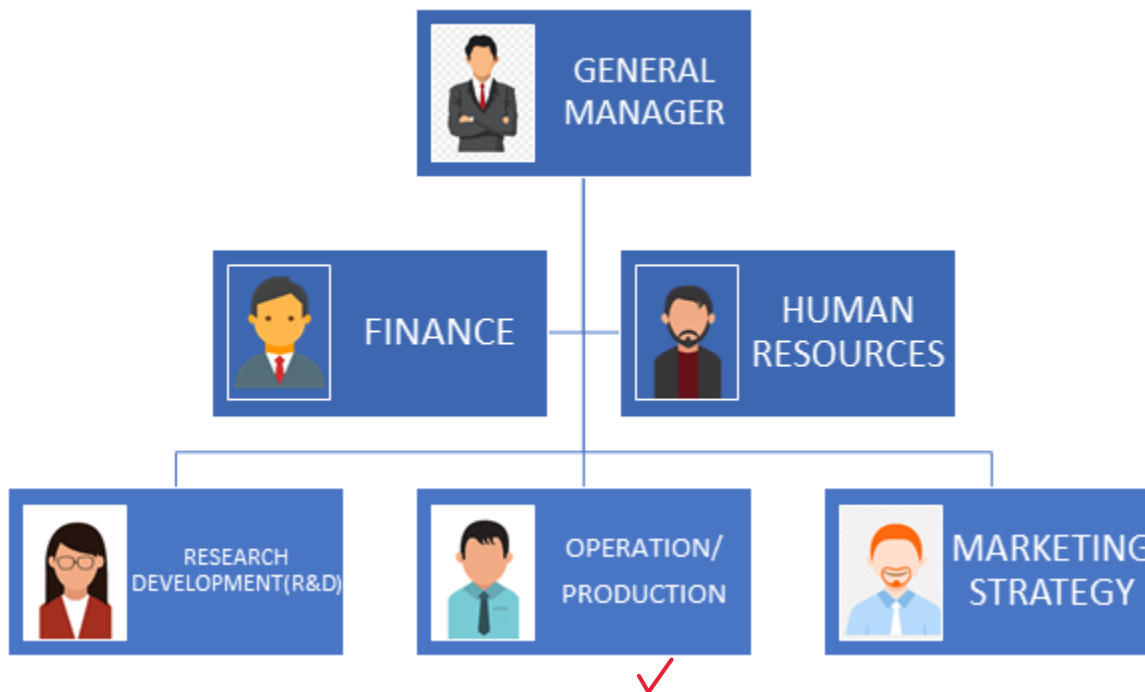
Elewsmart wants to expand their business empire across Malaysia and contribute to the country's economic development by creating more jobs. Their strength is to be a leading Malaysian retail company that offers essential goods at low prices. In addition, every ElewsMart location has an assistance hub or "Food Bank" to assist people in need, regardless of race or religion.

2.2 Organizational Structure

The function of organizational structure is to structure the position of each group/department in the companies. This purpose is necessary to position work units based on the similarity, skill and expertise. The example of the work units which, Human resources

department, Marketing, Finance and Research and development department (R&D). Each work unit has a different role and requirement to conduct the business fairly and efficiently.

Elewsmart just established their companies in middle of year 2020, this illustration of the organizational structure of this company, based on the general structure that required in common organization as below:



2.3 Products/ Services

Elewsmart is a retailer of necessary products with lower cost/price, and the product offers literally in tangible appearance. Consumer can get many offers from the shop. Elewsmart give the best experience for the consumer since the product is cheaper but in the same brand and quality that can be obtain from the other stores. Elewsmart not only sells food and daily necessities at low prices but they also provides community services, which they helps the less fortunate by provides food banks at every Elewsmart branch. The products offered at present are only basic and dry necessities to meet the needs of consumers at a lower price if compared to the other competitors.

The quoted price is as low as 10 cents - 90 cents. Cooking oil, sugar, wheat, rice, biscuits, and beverage items are the fundamental item sold. Customers from the low-income category can

be attracted with such a pricing. Elewsmart concentrates their product category on specific populations, such as the low-income group, as can be observed.

2.4 Business, Marketing, Operational Strategy

2.4.1 Location

Location is the important element before start up the business. The company has do the several research to identify the best place or area before sitting the business operation into the next step. There can refer the behavior of consumer such as, the demographic, income, cost of lifestyle and other information that would help to structure the business efficiently and success.

ElewsMart is strategically place.so that it can be reach from nearly everywhere. Each outlet is locate across a wide portion of the residential street. Additionally, this can save customers precious time while shopping at their local ElewsMart. The shops typically found in business hubs in residential areas and are inexpensive to purchase.

2.4.2 Warehouse

Lot 8, Jalan P/15,

MIEL Industrial Estate,

Section 10. 43650 Bandar Baru Bangi,

Selangor Darul Ehsan.

Tel. No: +603-89257030/50/90

Fax: 0329267050

2.4.3 Branch address

LOCATION	ADDRESS
Cyberjaya	No. 99 & 100, Biz Avenue 2,

	<p>Persiaran Cyber Point Barat, 63000 Cyberjaya, Selangor</p>
Kajang	<p>No 23G & 25G, Jalan TTDI Grove 7/1, Taman TTDI Grove, 43000 Kajang, Selangor</p>
Cheras	<p>No 73-G & 73A-G, Jalan Dataran Cheras 4 , Dataran Perniagaan Cheras 43200 Cheras, Selangor</p>
Batu Caves	<p>No 1-G, Jalan Prima SG 1, Prima Sri Gombak, 68100 Batu Caves, Selangor</p>
Sungai Buloh	<p>No 21-G, Jalan Dataran Villa Putra 1, Dataran Villa Putra, 47000 Sungai Buloh, Selangor</p>
Petaling Jaya	<p>Unit A-G-13 & A-G-13A (Ground Floor), Pelangi Square, Persiaran Surian, 47810 Petaling Jaya</p>
Bangi	<p>No 20, Jalan Medan Pusat 2C, Seksyen 9,</p>

	43650 Bandar Baru Bangi, Selangor
Shah Alam	No 6, Jalan 22/1, Persiaran Jubli Perak, Seksyen 22, 40300 Shah Alam, Selangor
Shah Alam	29, Jalan Dinar D U3/D, Taman Subang Perdana, 40150 Shah Alam, Selangor
Setapak	No 43A-G, Plaza KLTS, Blok B, Jalan Gombak, Setapak 53000 Kuala Lumpur.
Bangi	No 7 & 8, Jalan Seri Putra 3/13, Bandar Seri Putra 43000 Bangi, Selangor.
Cheras	No 3-G, Jalan Sutera 1, Taman Sutera Residences, 43200 Cheras Selangor.
Petaling Jaya	J-G-5 & J-G-6, Jalan PJS 2,

	Taman Medan Jaya, 46000 Petaling Jaya, Selangor.
Sepang	35-G, Jalan Warisan Sentral 1, Kip Central Kota Warisan, 43900 Sepang, Selangor.
Kajang	No 1, Jalan Kajang Mewah 3, Taman Kajang Mewah, 43000 Kajang, Selangor.
Shah Alam	No 5, Jalan Kangkung Puteri 24/7, Seksyen 24 42450 Shah Alam.

Table 1: ElewsMart Branch Addresses



2.4.4 Marketing promotion



Figure 2: Promotion of ElewMart ✓

Promotion is the marketing strategy that comes with a diversity of approach. The main purpose of promotion is to attract the audience to acknowledge their product or service and will penetrate the strategy based on the pricing, this technique is more strategically to compete with the competitor for the new businesses. The other hand, is to build the relationship between the customer and organization.

When the Elewsmart store first opened in July 2020, they sold every item in the store for as little as RM0.90 cents. The promotional strategy is not limited to their previous official website. Elewsmart, on the other hand, frequently posts goods as well as current stock for their consumers on Facebook. With the use of a social media approach and unique content, this organization may expand and become more popular in Malaysia. As we all know, the growth of digital media, particularly platforms, has enabled traders to become closer while also connecting customers and businesses more effectively and efficiently. ✓

2.5 Financial Achievements

The Elewsmart store first opened in July 2020, by Ustaz Ebit Lew, the preacher, is an extremely kind man who constantly assists individuals who need it. The opening of the Elewsmart convenience store, which offers consumers a very low price, shows this. Nevertheless, the establishment of several branches in Selangor highlights his achievements. First of his efforts is to aid low-income. Aside from that, he runs a food bank to help those who do not have enough money to buy their daily requirements. This is an example of a step that all Malaysian businesses should follow.

As Successful Entrepreneurs, we do not just focus on profits that can be measure by statistics. Turning to the role of being an entrepreneur itself, is to be a useful entity for the community and provide opportunities for other communities to together to accomplish the intended results. ✓

3.0 COMPANY ANALYSIS

Company analysis is a simple yet effective framework that can be use in any business in order to identify business competitive advantages and to create a strategic plan to achieve the business objective. Usually, a company will use SWOT analysis in terms to analyze the condition of the company. SWOT analysis is a process or method that is commonly use in planning, preparing and determining the condition of a business. SWOT analysis consists of four, which are strength, weaknesses, opportunities and threats. This SWOT analysis is very important to evaluate the external and internal factors that can help or influence a success. Strengths and weaknesses are the internal analysis, while opportunities and threats are the external analysis.

Strengths of a company are the internal factors or resources and capabilities that can be use to determine the success of the business. Internal factors of a company can be a patent, good reputation, strong brand names, and anything that can directly influence the company to achieve the goals and objectives. Weaknesses are the internal factors or problems that can prevent a company from achieving their objectives. The examples of weaknesses are lack of patent protection, poor reputation, poor brand names, lack of resources and many more. The external factors that can provide space or opportunities for the organizations to have a better strategic planning and indirectly help the organizations or a company. Examples of opportunities are new technologies and the changes in government policies that can provide chances for the business. The last element of SWOT analysis is threats. Threats are any negative factors that could ruin or cause damages to the business. Threats are the same like the opportunities which we cannot change or decide the frequency because it indirectly happens.

For Elews Mart, we have conducted the SWOT analysis, and the result is as follows:

STRENGTH	WEAKNESSES
<ul style="list-style-type: none">• Strong Brand Names ElewsMart, which is own by a	<ul style="list-style-type: none">• High Rental Cost ElewsMart has a large number of

famous preacher, received a good response from the customer since the first establishment of the business because it has a strong brand name.

- **Strategic Locations**

ElewsMart have chosen strategic locations to build up the store. The store was mostly located in a neighbourhood area and this will give the chance to have more customers because it is easy for the customers to buy items they need.

- **High Quality**

ElewsMart focused on selling essentials and daily products. To satisfy the customer's need, ElewsMart offered high quality products with low prices to ensure every customer can afford to buy the products. The quality products offered by ElewsMart are Nestle products, Maggi,

- **Affordable Prices**

The affordable prices that ElewsMart offered will increase the number of the customers.

- **FoodBank**

ElewsMart has one station in all their branches called FoodBank. The FoodBack concept will attract many people to buy at ElewsMart

locations, so the corporation must cover the store's rental costs.

Furthermore, because the ElewsMart is in a residential area, the leasing cost may be considerable.

<p>and people who can afford also can share or give essential items at the FoodBank. While poor people who need the items are, allow to take it for, free.</p> <p>Alternatively, in the other word, when people come to ElewsMart's FoodBank, they will also automatically stop by the ElewsMart to buy something.</p>	
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<ul style="list-style-type: none"> • Technologies ElewsMart can focus on promoting their business using social media with the existence of modern technologies. The platform that ElewsMart uses to promote the business is Twitter, Instagram and Facebook Page. Besides, instead of using social media as a business platform, ElewsMart also shared the business update and information. 	<ul style="list-style-type: none"> • Competitors this is the weakness, not a threat Since the establishment of ElewsMart is focus on helping many difficult people, they offered low prices. ElewsMart will face many grocery stores as its competitors. Nowadays, so many grocery stores offer high quality products with low prices. The examples of cheapest grocery stores in Malaysia that can compete with ElewsMart are Giant, Tesco, Mydin, Jaya Grocer and many more.

Table 2: Swot Analysis of ElewsMart

4.0 FINDINGS AND DISCUSSION

4.1 Major Business Problems

Elewsmart is a great business company that founded by Ustaz Ebit Liew. Elewsmart is also know as a social business that has a purpose of solving social problems in a financially sustainable way. However, in order for Elewsmart to become a great business company, the business company, which is Elewsmart also, had to face some major business problems. Therefore, in order for Elewsmart to face the major business problems, the business company needs to recognize their major business problems and make plans for solutions regarding the problems that had been face. There are some major problems that been face by Elewsmart in terms of the pricing, supplier, competitors and products.

4.1.1 Pricing

Most of the pricing regarding the product in Elewsmart is affordable to the consumers or customers. Nevertheless, some of the products in Elewsmart are quite expensive compared to the other business companies that are nearby to the Elewsmart. For example, a 100plus (1.5 litres) is sold at RM 3.75 at Elewsmart which is quite expensive compared to RM 2.85 at Speedmart, Milo 1 kilograms retailed at RM 19.54 at Elewsmart compared to RM 16.49 at Speedmart. However, there are some of the products in Elewsmart that are cheaper than any other business company such as condensed milk per tin sold at RM 3.23 at Elewsmart compared to RM 3.63 at Tesco. From this, Elewsmart will be facing business problems that will affect the profit of the business company.

4.1.2 Supplier

Based on Ebit Liew, the challenge to ensure the success of Elewsmart is to convince suppliers. In order for Elewsmart to get profitability by selling their products, Elewsmart needs suppliers to meet the consumers or customers demand. This is because most of the consumers or customers would go to Elewsmart to buy an affordable price regarding the product itself. However, most of the suppliers did not want to cooperate and collaborate with Elewsmart, as the business company is still new. Suppliers did not want to cooperate

and collaborate with Elewsmart because the suppliers did not want to take any risk throughout a new business company, which is Elewsmart. For instance, based on Ebit Lew, he stated that some of the suppliers are skeptical if Elewsmart can sell the supplier products. This normal risk would happen to a new brand company.

4.1.3 Competitors

Elewsmart is a business company that sells cheap and affordable prices for people that have less salary to reduce the burden towards people. Even so, many other business companies such as Speedmart sell cheaper prices regarding specific products that Allows Elewsmart also had. For example, 100 plus (1.5 litres), Milo 1 kilogram pack and Kipas Udang soy sauce. From this, there is a competition between Elewsmart and Speedmart based on the price of the product.

4.1.4 Product

In Elewsmart, there are products that only sell necessary items to the less fortunate consumers or customers. Although, in Elewsmart, there are no wet goods sold to the consumers and customers. As a result, consumers or customers tend to buy wet goods in any other business company such as Tesco. For example, Elewsmart did not sell fish and chicken for consumers and customer's daily food.

4.2 Solutions

4.2.1 Pricing

Elewsmart needed to make promotions regarding the products that had been sell in the company. In order for Elewsmart to attract more consumers and customers, regular promotion is necessary. Not to mention, Elewsmart also needs to make member cards for regular customers that always buy goods in Elewsmart. This is because the card's purpose is to reduce the price of certain products. As a result, Elewsmart can attract more people who tend to buy things in Elewsmart.

4.2.2 Supplier

In order for Elewsmart to have more suppliers, Elewsmart needs to make a good deal to the suppliers. From this, there will be more suppliers to supply goods and products in Elewsmart without any concern. Not only that, Elewsmart must have good communication in order for them to make good cooperation and collaboration with the suppliers themselves. Therefore, Elewsmart would not have to worry about lacking goods in their store.

4.2.3 Competitors

Elewsmart can get competitive advantage by rivalring with any other business company such as Speedmart. For instance, Elewsmart sells various goods and products to the consumers or customers that any other business company did not have the products and goods that sells in Elewsmart. Elewsmart also can enlarge the store to ensure that consumers or customers become more convenient going to the store. For instance, the ElewsMart store is so small that customers find it hard to walk around the store. Therefore, Elewsmart can gain competitive advantage by outperforming its competitors.

4.2.4 Product

Some of the customers or consumers did not find any goods or products that sold in ElewsMart. In order for ElewsMart to attract more customers or consumers, by variousing the goods and products are necessary solutions for ElewsMart. Not only that, ElewsMart also needs to find a quality product to sell to their customers or consumers. This is to ensure that the customers or consumers have a high level of satisfaction when buying things at ElewsMart.

4.3 ADVANTAGES AND DISADVANTAGES ON SOLUTIONS

SOLUTIONS	ADVANTAGES	DISADVANTAGES
Make promotions	i) Attracting more customers	i) Limiting the revenue gained

	<p>or consumers to buy goods and products in the business company.</p> <p>ii) It can clear excessive inventory.</p>	<p>in the business company.</p> <p>ii) Concerning the customers or consumers regarding the goods and products in the business company.</p>
<p>Good communication to suppliers ✓</p>	<p>i) Ensures that the suppliers understand with the business company.</p> <p>ii) Providing detailed information to the suppliers.</p>	<p>i) There is a probability that the other party towards the suppliers will not hear regarding the information given by the business company.</p>
<p>Enlarging store ✓</p>	<p>i) It can entice the customers or consumers to buy goods and products in the business company regularly.</p> <p>ii) Customers or consumers have a high level of satisfaction in the business company.</p>	<p>i) Some of the customers or consumers find it difficult to find certain goods and products in the business company.</p> <p>ii) It will lead to an increasing theft case if the business company is huge.</p>
<p>Variousing goods and products ✓</p>	<p>i) The business company can get more revenue if there are various kinds of goods and products in the business company.</p> <p>ii) Customers or consumers can have various choices on any brand on the goods and products in the business</p>	<p>i) It can make inventory become excessive if the goods and products were not sell to the customers or consumers.</p> <p>ii) Some of the goods will expire if the goods have not been sell throughout the day.</p>

	company.	
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Table 3: Advantages and Disadvantages of Solutions

5.0 CONCLUSIONS

Elewsmart is a great business company that ✓founded by Ustaz Ebit Lew. However, in order for Elewsmart to become a great business company, the business company, which is Elewsmart, had to face some major business problems. Most of the pricing regarding the product in Elewsmart is affordable to the consumers or customers. Based on Ebit Lew, the challenge to ensure the success of Elewsmart is to convince suppliers. In order for Elewsmart to get profitability by selling their products, Elewsmart needs suppliers to meet the consumers or customers demand. Elewsmart is a business company that sells cheap and affordable prices for people that have less salary to reduce the burden towards people. In Elewsmart, there are products that only sell necessary items to the less fortunate consumers or customers. Elewsmart needed to make promotions regarding the products that have sold in the company. In order for Elewsmart to attract more consumers and customers, regular promotion is necessary. In terms of the suppliers, Elewsmart needs to make a good deal with the suppliers. Elewsmart can get competitive advantage by rivaling with any other business company such as Speedmart. Elewsmart also can enlarge the store to ensure that consumers or customers become more convenient going to the store. To attract more customers, Elewsmart offer various goods and products. This is to ensure that the customers have a ✓high level of satisfaction when buying things at Elewsmart.


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The Mind Tools Content Team by the Mind Tools Content Team, Team, the M. T. C., wrote, M., wrote, vikkiw11, & wrote, B. T. (2021). *SWOT Analysis: – How to Develop a Strategy For Success*. Strengths, Weaknesses, Opportunities and Threats.
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(Zikri, Popular preacher Ebit Lew to open  chain of ElewsMart, 2020)

7.0 APPENDICES

7.1 Elewsmart Stores



Figure 3: Elewsmart Store in Kajang



Figure 4: Elewsmart Store in Bandar Baru Bangi



Figure 5: Elewsmart Store in Seksyen 24, Shah Alam



7.2 Products and Promotion



Figure 6: Elewsmart Promotion



Figure 7: Elewsmart Products and Promotion





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Course Name : PRINCIPLE OF ENTREPRENEURSHIP

Assignment/ Project No. : 1 Due Date : 15 JULY 2021 Submission Date : 12 JULY 2021

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Course Name : **PRINCIPLES OF ENTREPRENEUR**

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ASSIGNMENT/ PROJECT DECLARATION FORM

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Program Code : BA244 Part : 4 Course Code : ENT530

Course Name : PRINCIPLE OF ENTREPRENEURSHIP

Assignment/ Project No. : 1 Due Date : 15/07/2021 Submission Date : 12/07/2021

Assignment/ Project Title : Group assignment : Case study SWOT analysis

Lecturer's Name : DR NOR ZAWANI MAMAT@IBRAHIM

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12/07/2021

Date

Student's Signature



FACULTY OF BUSINESS AND MANAGEMENT
ASSIGNMENT/ PROJECT DECLARATION FORM

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Assignment/ Project No. : 1 Due Date : 15 JULY 2021 Submission Date : 13 JULY 2021
Assignment/ Project Title : GROUP ASSIGNMENTS : CASE STUDY SWOT ANALYSIS
Lecturer's Name : DR NOR ZAWANI BINTI MAMAT @ IBRAHIM

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