



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

3rd International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector

Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



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VITAPODS: SUSTAINABLE PORTABLE HYDROPONIC GARDENS

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Abstract

Food insecurity and malnutrition persist as enduring global challenges, exacerbated by limited resources and environmental constraints within underserved communities. VitaPods emerge as an innovative solution—a portable hydroponic gardening system designed to cultivate fresh, nutrient-rich produce in any environment. This article delves into the unique features and societal benefits of VitaPods, highlighting their potential to alleviate food insecurity, enhance nutrition, empower individuals and families, and promote sustainable agriculture. VitaPods incorporate a self-sustaining hydroponic design that uses minimal water and no soil, making them adaptable to diverse settings, including urban areas and regions lacking infrastructure. By facilitating efficient cultivation of vegetables and herbs, VitaPods provide a dependable source of nutritious food, thereby mitigating food malnutrition and bolstering community resilience. Moreover, VitaPods aim to improve nutrition, foster self-sufficiency, and advocate for sustainable agricultural practices. From a commercial standpoint, VitaPods show considerable promise through partnerships with non-profit organizations, governmental initiatives, and social enterprises. Their scalability and positive reception underscore their effectiveness in combating hunger and malnutrition on a global scale. A multifaceted approach ensures widespread accessibility through community gardens and expanded distribution channels, thereby generating revenue to support further growth. Sustainability lies at the core of VitaPods' design and development, emphasizing durability and longevity to minimize environmental impact. By reducing dependence on traditional farming methods, VitaPods contribute to environmental sustainability while addressing nutritional deficiencies. Ultimately, VitaPods represent a transformative solution that integrates technological innovation with social impact, empowering populations and advocating for sustainable food production practices worldwide.

Keywords: *sustainable agriculture; hydroponic gardening*

1. INTRODUCTION

Innovative methods to fight food insecurity are emerging, aimed at providing sustainable and accessible nourishment. One of the possibilities is VitaPods, a pioneering venture that uses hydroponics to grow fresh vegetables in small, portable containers. This innovation not only conserves water, but it also maximizes space usage by allowing agriculture in previously inappropriate places. These self-contained gardens are intended

to thrive in a variety of situations, making them appropriate for urban settings, rural communities, and disaster-stricken locations alike. Hydroponics is undoubtedly one of the most important soilless cultivation technologies, as plants are grown in direct contact with a nutrient solution including all macro and micronutrients (Hoffman et al., 2024).

VitaPods' technology is based on the concept of producing plants without soil using nutrient rich water solutions, making it especially ideal for arid regions or water-scarce places. The use of VitaPods in community settings with favorable social and economic consequences. From here, communities effectively transform into empowered community hubs for information sharing about food production. Individual empowerment through the VitaPods program helps to increase local food production, reduce reliance on foreign food supplies, and develop community resilience. These characteristics encourage the development of food security, which has the vision and objective of stimulating a thriving community (Prastyo et al., 2023).

VitaPods solution promotes environmental sustainability by reducing soil erosion, minimizing chemical runoff into water sources, and lowering greenhouse gas emissions associated with conventional farming operations. As a result, this strategy gives a potential to narrow the gap between scientific understanding and community involvement, ultimately helping to the improvement of sustainable food systems (Sousa et al., 2024).

2. MARKET POTENTIAL & CONSUMER ANALYSIS

"VitaPods: Sustainable Portable Hydroponic Gardens" demonstrates significant market potential due to its unique design, environmental benefits, and ability to solve food insecurity. The research should include a wide range of issues to provide a comprehensive understanding of the platform's growth potential, as illustrated in Table 1.

Table 1. Market Potential and Consumer Analysis

Growth Prospects	Description
Growing Demand for Sustainable Solutions	As people become more informed and concerned about environmental sustainability, they seek eco-friendly products in the agricultural industry.
Health and Nutrition Trends	Growing consumer awareness of the importance of nutrition and health raises demand for fresh, locally farmed produce and nutrient-dense veggies.
Community Organizations	Non-profit organizations and community centers prioritize food security and community development by delivering fresh produce to underprivileged populations and encouraging self-sufficiency.
Partnerships and Collaborations	Governments and non-governmental organizations (NGOs) have implemented supportive policies and programs to promote sustainable agriculture and solve food insecurity, thereby opening up new markets for penetration and distribution.
Commercial and Residential Developers	Real estate developers who incorporate sustainable living concepts into their developments may view VitaPods as an appealing asset for residents interested in urban farming and sustainability.
Educational Institutions	Schools, colleges, and universities are possible customers interested in incorporating VitaPods into educational programs that teach sustainable agriculture and nutrition. This offers practical solutions that include students in hands-on learning.

Government Programs	The Ministry of Health and the Ministry of Agriculture and Food Security encourage agricultural extension initiatives by highlighting how local food production and nutrition can incorporate VitaPods into their outreach efforts.
Household and Individuals	Primary consumers include urban residents, suburban families, and individuals looking to grow their own food in limited settings. These individuals prioritize ease, freshness, and the ability to regulate their food sources.

Using this analysis, VitaPods can effectively enter the market, solving global food insecurity and encouraging sustainable agriculture. VitaPods can position itself as a market leader in portable hydroponic farming with targeted marketing, strategic alliances, and a strong dedication to customer happiness.

3. MARKETING AND DISTRIBUTION STRATEGIES

The marketing and distribution tactics are centered on the effectiveness of reaching the target consumers and maximizing VitaPod deployment. VitaPods hydroponic systems will be promoted through branding, marketing channels, partnerships and collaboration, events and demonstrations, as well as direct, retail, and institutional sales. The areas include the following.

3.1 Marketing Strategies

Marketing strategies are complete plans and actions designed to effectively sell a product or service to its target audience (Chandrasena, 2022). These strategies are designed to achieve certain goals including as sales, market expansion, brand exposure, and customer loyalty. Table 2 shows the key components for VitaPods marketing strategies.

Table 2. Marketing Strategies

Key Components	Description
Brand Positioning and Messaging	<ul style="list-style-type: none"> • Mission-driven: Emphasize VitaPods' role in eliminating food insecurity and encouraging sustainable living. • Educational Value: Highlight the educational value of VitaPods for learning about agriculture, nutrition, and environmental sustainability.
Digital Marketing	<ul style="list-style-type: none"> • Social media: Use sites like Facebook, Instagram, and X to share VitaPod-related information, client testimonials, and informative videos. • Content Marketing: Create blog entries, articles, and infographics about urban gardening, sustainable living, and hydroponics. • Email campaigns: Create segmented email lists for sending tailored newsletters, product updates, and special discounts to various consumer segments.
Partnership and Collaborations	<ul style="list-style-type: none"> • Non-Profit Organizations: Collaborate with NGOs that focus on hunger relief and sustainable agriculture to deliver VitaPods to neglected populations. • Educational Institutions: Work with schools and universities to include VitaPods into classroom activities and community outreach programs. • Government Agencies: Look for collaborations with local and national government agencies working in food security and agricultural development.

Events and Demonstrations	<ul style="list-style-type: none"> • Workshops & Webinars: Hold online and in-person workshops to illustrate how VitaPods operate, share urban gardening suggestions, and educate prospective customers about hydroponics. • Trade Shows and Expos: Attend relevant industry expos, agricultural fairs, and sustainability events to promote VitaPods and engage with potential customers.
Consumer Loyalty and Retention Strategy	<ul style="list-style-type: none"> • Using programs such as loyalty rewards, personalized customer care, and post-purchase follow-ups to retain existing customers, drive repeat purchases, and foster brand advocacy.

3.2 Distribution Strategies

Intensive distribution methods include the planning, implementation, and administration of products and services for backend consumers or users. These tactics are often utilized to ensure that products and services reach the intended consumers in an efficient and effective manner. Table 3 depicts a rough split of the most often utilized distribution schemes.

Table 3. Distribution Strategies

Channel	Description
Direct Sales	<p>E-commerce: Create a user-friendly online store with full product descriptions, customer reviews, and secure payment options to sell directly to consumers and institutions.</p> <p>Company Website: Improve the website's Search Engine Optimization (SEO) to attract organic visitors and provide detailed information on VitaPods and their benefits.</p>
Retail Partnerships	<p>Garden Centers and Eco-Stores: To market VitaPods, partner with retail locations that specialize in gardening supplies and environmentally friendly items.</p> <p>Specialty Stores: Approach stores that specialize on sustainable living, urban gardening, and healthy products.</p>
Institutional Sales	<p>Educational Sales: Provide bulk buying choices, educational packages, and discounts specifically designed for schools, colleges, and universities.</p> <p>Government Contracts: Negotiate contracts with government agencies participating in sustainable agriculture efforts, food security programs, and community development projects.</p>
Non-profit organizations	Collaborate with non-profit groups dedicated to fighting hunger and poverty to deliver VitaPods to individuals and families in need.
Government programs	Collaborate with government agencies to include VitaPods in food assistance programs and community gardens.
Social enterprises	Create social firms that create and distribute VitaPods at a reasonable cost, creating cash to fund future growth.

VitaPods have a great marketing potential because of their unique design, versatility, and positive influence on poor areas. The product can be distributed through a variety of channels, including partnerships with non-profit organizations, government programs, and social entrepreneurs.

4. CONCLUSION

To summarize, VitaPods have a high potential for commercialization and money creation through a variety of revenue streams, innovative marketing activities, sustainable practices, and impactful partnerships. VitaPods may position themselves as a leader in portable hydroponic gardening by focusing on scalability and accessibility, as well as solving global concerns such as food insecurity and environmental sustainability.

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