



اَبُو بَكْرٍ سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**GADING AQUA COMPANY  
SOLE PROPRIETORSHIP**



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## **EXECUTIVE SUMMARY**

Technology Entrepreneurship (ENT600) subject allows student to apply technology solution in their real life. As a student, it is important to experience a case study for actual business activity. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. Due to that, I got an opportunity to make research of a patin fish company since this industry have biggest sector in Pahang. In the first part of the project report, the general information of the company has been collected. Then, the report also contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that Gading Aqua provides. Gading Aqua is one of the companies that run the aquaculture business which is business of patin fish. In this case study, I also identified all the marketing and its operational strategy used by the company to promote their products. As we know that Temerloh, Pahang is quite famous of city of patin fish and the demand of patin fish is high and well known in Malaysia. I also make a research on how Gading Aqua handles their financial management in order to maintain the demand from customers. The promotion offered by Gading Aqua quite interesting and the price of products is reasonable.

As businessman, Sir Faizal which is the owner of Gading Aqua have shared to me the design of the strategy for achieving its goals, consisting of a marketing strategy, and an effective management. In this case study, there are also problems and weaknesses occur in real business. From the SWOT analysis, the problems faced by this company are the change in stocks and quality of patin fish affected the customer's tendency likely impact the growth of the market especially during natural disasters such as flood. Due to that, Gading Aqua should implement the aquaculture practices such as apply HDPE technology to ensure the quality of fish stay consistent. Other than that, the less number of workers and the management of products not organized. This will cause poor customer service can lead to a loss of customers. Therefore, to overcome this problem is by add more workers in organization when higher demand received in order to fulfill the demand of customers. Last but not least, the innovation on packaging of products needs to be improved in order to ensure the products is long lasting.