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COMPANY ANALYSIS

ECO_ADVENTURA

GROUP: NBH6A

Bm 243

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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1.0 EXECUTIVE SUMMARY

Brief description of the project

Eco Adventura are more than just an event. Whether small groups, large groups, teams or international groups, or corporate organizations, everyone gets their money's worth. They happy to advise you by browse their offers or create your own individual package. Let their team guide you to create your individual offer. It is depending on the size of your team and the availability of occasions as well as individual planning according to season and weather conditions, they can create an offer for you.

Mission

They organize varied extraordinary and exciting outdoor activities that make occasion's memorable experiences. Eco Adventura is a full service company with expertise in outdoor events management, promotional marketing and audio-visual production. They do believe it is time for you to feel another exciting adventure.

Objectives

Eco Adventura offers a comprehensive range of services essential for the creation of successful outdoor events management, marketing campaigns, corporate events, teambuilding activities and other special events of any size.

1. They aim to provide products, services, benefits and rewards that deliver more value.
2. They want to focus on managing their business as efficiently as possible to continually improve the quality of their service.

Findings

1. As an event organizer company, they need to take risk on the activities that depends on the weather. For example, paragliding. If there is no wind, no paragliding activities will start it.
2. Accident and injured is the common challenge of Eco Adventura. Some clients did not have medical insurance. If this happen, company needs to have spare money for injured or any accident that may occur.

Brief profile of the founder

Nurul Huda Binti Md Aris is the founder of Eco Adventura. She are responsible to do marketing and sales for Eco Adventura. She is also responsible to handle task when needed.

2.0 INTRODUCTION

The case study that we choose is about Eco Adventura. Eco Adventura is known as event program that handling the travel trip and small event such as paragliding and paintball. Their founder is Nurul Huda binti Md Aris has create Eco Adventura almost 4 years. The idea to create Eco Adventura is also from her who loves to travel. So, she decided to bring people to travel along with him. At there, she sees that Eco Adventura is the best things to do when she had a free time. Eco Adventura is a full service company with expertise in outdoor event management, promotional marketing and audio-visual production. Their team members consist of event manager, event coordinator, event photographer and event designer.

The purpose of the case study is to know that even it is just an event, there is a many challenge that they have to face it in every time they make an event. It is not an easy way to managing the event actually. To make an event there is a competitor. Good competitors are moving us to the good future. But some competitors are not being professional when they tend to be backstabber or bringing negative vibes to the other customers. Furthermore, it is to teach us on how to depend only at the event, such as salary. As we all know, doing the event did not have basic salary. It is 100% depends on the event. If there is an event, there is the salary for them. So, they have to put more effort by doing this event. For example, build and increase their marketing strategy by social media. Advertising is the main key to attract or to promote the clients and customers. They also need to analyse whether the advertisement will attract it or not.

The business problem that this event was created to address is to get license with Ministry of Tourism, Malaysia. It is because the fee to pay to get the license is about RM200k. It will make other travel agencies hard to get the license due to the fee is too expensive. Furthermore, Ministry of Tourism did not support new travel agencies as a world business. Other problems that many times happen are the losses that Eco Adventura had to face it. Which is, when the event has already confirmed, the client simply cancel the event that has been planned. The losses will effect to the company because the company needs to cancel everything at the last minute such as other client, hotel, transportation, food and other losses that happen. Totally the losses of the event, will need to pay to the company. However, the deposit that the clients made will never be refund.

The theory that can be related to this analysis are self-determination theory. It is an intrinsically motivated behaviour occurs in the absence of external reward and when people have free choice. In this theory, an event is chosen out of interest in the event and not because of a reward for attending. For example, every 3 months Eco Adventura will make a trip or small

event to promote to their clients. It is to make their company names well known to all people in and out of Malaysia. Have a good or best trip will make they keep in touch with their clients or also known as bonding relationship among them and clients. Moreover, the ability or process of making one's own choices and controlling one's own life. Which is getting their self-reward such as holiday and release their body and also release their stress.

It has been assumed that Eco Adventura has offer superior value propositions to all of their clients. Their aim are to provide products, services, benefits and rewards that will deliver more value to the clients in future. They also want to operate with best-in-class economics that are focus on managing their business as efficiently as possible to improve the quality of their services. Last assumption that we can assume are they want to be the brand that well known in future. We can see that they strive to always provide the best quality service and personal recognition that their clients expect from them.