



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
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CASE STUDY:

ADUCKTIVE SALTED EGG HQ



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# **1. EXECUTIVE SUMMARY**

Aducktive Salted Egg HQ is a company that selling food which the main item is salted egg cornflakes.

This product was originally from Malaysia. Aducktive Salted Egg HQ was established around 2019. This company basically focus on salted egg cornflakes but it also sells other types of foods around eid season. For example like 'maruku ikan bilis' and 'popia rangup'.

The name of product, 'Aducktive' was basically from the name of 'duck' which it was refer to the 'salted egg' that was came from ducks' egg.

Those food was mainly about junk food which people will keep eating it. The entrepreneur choose to make product that can give addiction to people who try this food and next will repeat it in other time because of their craving.

## **2. BUSINESS DESCRIPTION**

### **2.1. BACKGROUND OF THE FOUNDER**



Mohamad Anif Azami was the name of the owner product or we can called as the intreprenuer. Before this he was a student bachelor's degree in materials measurement and he was from Johor. He start his business when he was 28. There's a few things happened that drove him to have this serious business.

At first he refused to work in the public sector by choosing to retire after two years. He chose to focus his plan in business which he start with trying to sell 'kuih raya' at bazar from 7pm to 2am everyday. He start that business to collect money for his marriage and he successfully get RM10 000 for that small business. After that he join his fiancé at booth and get RM35 000 in a month.

For the marriage, they already used all of the money and returned to their main income which is only from his daily work salary. Because of that they start to think about his serious business which he start to do the salted egg cornflakes at their own kitchen. At first it was with no brand and get not that much response.

After that they start created their own names and logo for the product. From the names and logo of the product, it was basically about duck because the flavour of the product was mainly from duck's egg.