



اَوْنَبُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

FUNDIMENTALS OF ENTREPRENUERSHIP  
( ENT300 )  
CASE STUDY ( TEALIVE )

Prepared by : Nihlah Al-Qudsiyyah Bt Nawi

Class : AD111/4C

Student ID : 2018447388

Prepared for : Puan Kartini Kadir

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## **EXECUTIVE SUMMARY**

The intention of this case study is to generate many ideas for my assignment and learn more about entrepreneurship. I choose Tealive for this case study. This report contains the introduction of Tealive which includes background, purpose of business problem, and explanation company information of Tealive such as background company, organizational structure, product / services, financial achievement and business, marketing and operational strategy of the company. Besides, this report also have main issues problems that faced by the company. Other than that, explanation about company's analysis which include strengths, weakness, opportunity and threat (SWOT) of the company.

## **1.0INTRODUCTION**

### 1.1 Nature and purpose of project

The company provides people with a wide variety of drinks. the durability of these tealive beverages is very low. this is because their former beverage can still be upgraded.