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NAME : MUHAMMAD KHAIRUL TAQWA BIN MOHAMAD
(2019563893)
: IMRAN RAKIN BIN ABDUL RAHMAN (2019342005)
: SHAHRUL NAIM BIN OMAR SUHAIMI (2019322087)
: AAROL CAY KOMILUS (2019333837)
: AHMAD ZAKI BIN SARJANI (2019311793)

LECTURER : MADAM NORSIAH AHMAD

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EXECUTIVE SUMMARY

Aducktive is a beverages brand that sells ready-to-eat products. This product was founded by Mohamad Arif Azami in 2019. The first product for Salted Egg Cornflakes is known as The original one. It started in the Sungai Buloh, Selangor which is where the idea comes when the recipe is mixed with certain ingredients to make a delicious combination. In the beginning, only 1 flavour was released and packed in a bottle. The product was responded very well by customers. After that, they released a brand new flavour which is Spicy Salted Egg, Mini Popia Rangup and Hot and Spicy Maruku Ikan Bilis.

They also promote their products on social media such as Facebook and Instagram as their main platform. To further expand the sales of these products, they are opening up space to agents and dropships. However, their sales did not get much response due to some problems. Especially, lack of graphic design in the advertisement, lack of knowledge in marketing, and inappropriate target audiences.

As we all know, for small businesses to produce this ready-to-eat product uses a lot of capital, especially in production. However, the problem can be curbed if they analyse it more deeply and overcome the problem. There are many problems that Aducktive can solve to improve their business to avoid losses, to compete with other competitors.

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1.0 INTRODUCTION

1.1 Background of the study

Entrepreneurship Education, refers to a formalized program that equips students with entrepreneurial knowledge and skills to understand customer perception, market needs, and recognize business opportunities. It includes networking skills, brainstorming, developing and executing a business plan, running a business, and assessing the internal and external business environment. Entrepreneurship, acquiring an existing business or working in a new business or corporate risk company.

This course focuses on "learning by doing", taking the fundamentals of the business process, such as adding value, identifying opportunities, creativity and mobilizing people and resources, into which In this course, students will study case studies for any business or company.

Students should interview each company or company to learn about various issues that company or company is facing. Hence, the students will analyse the problem and find a solution to overcome the problems. By conducting this case study, students will learn how a company or corporation should and should operate its business. In this case, we're doing a case study from Pasta, a company that provides food and beverage services. Problems they face.

Studying entrepreneurship benefits students and learners from diverse social and economic backgrounds as it teaches people to develop unique skills and think outside the box. It also creates opportunities, creates trust, guarantees social justice and stimulates the economy. the skills and knowledge to develop business ideas and develop your own ventures, including learning core business areas such as finance, sales, marketing, management and accounting, not to mention broader skills such as adaptability, effective communication and trust.

1.2 Purpose of the study

The main purpose of this case study is to find out what makes an entrepreneur successful and how they run their business, specifically for Aducktive agents how they can face and solve problems. Researchers are also looking for the best methods to help solve the problems faced by Aducktive agents.