



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**FACULTY OF COMPUTING**  
UTM Johor Bahru

### Reflection on Assignment 4

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(Tech-Driven Innovation)

### Profile



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Comments by Grader:

In my opinion, the I-Farm talk emphasizes the importance of seizing opportunities in difficult times. I-Farm's success in adapting to COVID-19 restrictions by establishing operations in Kulim, Kedah, demonstrates the importance of flexibility and strategic decision-making. The motivation stems from recognising that successful innovation necessitates adaptability and an understanding of market dynamics. I-Farm's on-demand vegetable supply reflects efficient resource utilization for profitability and responds to changing societal demands. The innovation, powered by controlled environment agriculture and IoT systems, addresses environmental concerns, ensures food safety, and contributes to long-term development, demonstrating technology's transformative impact on human life.

So I think to be an entrepreneur, we better come out with a business idea that is always in demand in the market and a solution to the problem in society to have continuous income so our business won't disintegrate with time. The problem will revolutionize with time, like in this case after MCO, I-Farm has to adapt with less customer flow since customers don't face a shortage of vegetables anymore. I think they can change their way of marketing to become more friendly, like selling the rack of vertical farming to residential areas. The target customers can be housewives or ppl who love gardening and live in flat houses. Also providing their product with the vertical farming thing on going in the small market around the residential area, like trying to collaborate with 99 Speed Mart, Family Mart, Jaya Grocer and so on.

