

# CASE STUDY

**SUBJECT : (ENTREPRENEURSHIP)**  
**CHAPTER NUMBER: 4**  
**CHAPTER NAME : ENTREPRENEURSHIP AS**  
**INNOVATION AND PROBLEM SOLVING**

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**CHANGING YOUR TOMORROW**

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# JAPANESE PROBLEM SOLVER- CASE STUDY

- From this story it is clear that, to be a successful entrepreneur, one has to be a problem solver.
- Different problems involved in the story are:
- Love for fish
- Need for fresh fish
- Taste of fresh fish
- To improve the taste of the fresh fish

- Solutions to the problem are:
- Led to using of bigger boat
- Installation of freezers
- Installation of fish tanks
- Added shark

## KFC- CASE STUDY

- In 1930, the then 40 year old Sanders was operating a service station in Corby, Kentucky, USA and he encountered a lot of hungry travellers who stopped for gas. He saw that the travellers wanted to eat something as there was nothing available in that area. He saw and understood the problem. As a child, he used to cook for his siblings and so he knew how to cook, which instigated him to cook for the travellers. He did not even have a restaurant to serve food but his secret blend of 11 herbs and spices made his chicken recipe such a super hit among travellers that he started getting regular customers for his food, which prompted him to start a restaurant. This is the humble beginning of the world famous fast food chain “KFC- Kentucky Fried Chicken”.

**THANKING YOU**  
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