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**COMPANY ANALYSIS**

**SR ASIA RESOURCES SDN BHD**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

**CASE STUDY**

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## TABLE OF CONTENTS

1. INTRODUCTION	2
1.1 Background of The Study	2
1.2 Problem Statement	3
1.3 Purpose of The Study	4
2. COMPANY INFORMATION	5
2.1 Background	5
2.2 Organizational Structure	6
2.3 Products	6
2.5 Business, Marketing, Operational Strategy	7
2.6 Financial Achievements	8
3. COMPANY ANALYSIS	9
3.1 SWOT	9
4. FINDINGS AND DISCUSSION	10
5. CONCLUSION	11
6. RECOMMENDATION AND IMPROVEMENT	11
7. REFFERENCES	11
8. APPENDICES	13

# 1. INTRODUCTION

## 1.1 Background of The Study

The soap and detergent industry mainly about the industry where the companies were actively work in manufacturing and producing soap, synthetic organic detergents, inorganic alkaline detergents, and crude and refined glycerine from vegetable oils and animal fats. Detergents & Soaps n.d.). This industry produces personal cleaning product, laundry cleaning product, dishwashing product and household cleaning products.

According to Long(n.d.), the production of laundry detergent started to take places in 1945 when the washing machine was invented. As the cleanliness have become necessity, laundry detergent has become needed item in every household. This industry also shows a lot of variations in the type of detergent that was produced.

Below was a timeline according to the growth of laundry detergent innovation (Long,n.d).

- 1950s - Liquid and powder laundry detergents become popular purchases along with bleaches for whiter whites and fabric softeners to gentle the water and soften clothes.
- 1960s - Stain removers and pre-treatments are added to the shelves. Enzymatic laundry detergents are introduced.
- 1970s - Fabric conditioners included in laundry detergent for an all-in-one product
- 1980s - Varying temperature laundry detergents and concentrated laundry detergents grow in popularity.
- 1990s - Biodegradable cleaners, conditioners and color-safe bleach are big sale items on the laundry detergent aisle
- 2000s + - Laundry detergent tablets (all in ones); biodegradable and green friendly products along with water conservation are big ticket issues for modern concepts of laundry detergent.

Detergent industry is a highly competitive market and laundry detergent in the form of powders has the largest market share worldwide compared to other detergent formats

Detergent industry is a highly competitive market and laundry detergent in the form of powders has the largest market share worldwide compared to other detergent formats. This industry is a highly competitive market and laundry detergent in the form of powders has the largest market share worldwide compared to other detergents formats (Parthiban et al.,2015). According to Boerefijin et al. (2007; Parthiban et al., 2015), Procter & Gamble (P & G), Unilever, Henkel, Lion Corporation and Kao Corporation are the major players in the business of laundry detergent powders. Hee(2017) reported that, the laundry detergent market worth approximately USD 220 million in 2016 and 200 000 mt. According to Hee(2017), the approximately 26 kg of detergent being consumed by each household annually. The main segment of the detergents are powder, liquid and bar. The laundry detergent market was dominated by the detergent in powder form which represents approximately 62% of the total value (Hee,2017). Hee (2017) also mentioned that this market is growing both in value and volume. The trend also shows that the bar segment starts to fall off.

## 1.2 Problem Statement

SR Asia Resources have lack of problem in their company nowadays as their products already have the demand and popular among customers and they also have their own regular customers. However, their company faced a massive loss when they start the company due to no sales and incurred debts of almost RM2 million.

But as their products starts to get the attention of the users, it become a problem when their product being sold out too fast. The demand has increase but the quantity of product is still the same. This is due to the lack of technology improvement in the making process. They are also having a limited number of workers and machines in the factory which leads to limited number of products being produced every month that leads to the production of only 70,000 unit but the demand is bigger than that.

Next, the problem that has been faced by this company is the competitors in this industry. There are a lot of other type of soap that have been monopolizing the industry and have been popular among Malaysian for a long time. Therefore, they have a big competition in this industry of laundry detergent.

### 1.3 Purpose of The Study

1. To study about the problem faced by SR Asia Resources Sdn. Bhd.
2. To find the opportunities for SR Asia Sdn. Bhd. in the future market.
3. To make an improvement in technology and system by SR Asia Resources Sdn. Bhd.