



اَوْنُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
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**DIA-CHEMICAL SDN BHD**  
GREEN ENERGY | SUSTAINABLE TECHNOLOGY | ZERO WASTE

## **COMPANY ANALYSIS**

### **DIA-CHEMICAL SDN. BHD.**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY : FACULTY OF APPLIED SCIENCE**

**PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY**

**SEMESTER : 5**

**PROJECT TITLE :DIA-CHEMICAL SDN. BHD. WATERTREATMENT PRODUCT.**

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## **AKNOWLEDGEMENT**

In the name of Allah S.W.T, The Most Gracious, The Merciful. Alhamdulillah, I am grateful to Almighty Allah S.W.T for giving the strength to complete the research of this case study successfully.

In carrying out the case study, I would like to express my gratitude to Dr Farah Lina Azizan, my ENT 600 Lecturer, for providing me with a good guideline through multiple consultations. I would also like to extend my sincere gratitude to all those who have directly and indirectly helped us in writing this case study. A lot of people, particularly team members, have made helpful comments and suggestions on this case study that have motivated to strengthen the assignment. I thank all people for their support, both directly and indirectly, in completing our case study.

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## EXECUTIVE SUMMARY

DIA-Chemical Sdn. Bhd. is a local company which focusing on the manufacture of water treatment chemicals product and services. In this company analysis, it is focussing on the water treatment product prdocued from DIA-Chemical Sdn. Bhd. by investigating, identifying, and analysing their existing problems, and come up with solutions.

The first issue with their product is the product has higher chemical level. As we know that, higher chemical level in the water treatment product will give a side effect for the water sources which is chemical pollutant. This chemical pollutant will give threat to aquatic life in the water sources because the product contain various harmful chemicals and it is highly toxic. For next problem, the product produce from this company is lacking in terms of marketing of the product which is lack in producing various forms of product. The product for the water treatment is only exist in liquid form. These problems will make their consumer and customer will have no choice to buy and use the product. Plus, it will drop the company profit.

Aside from that, there are a few solutions to the issues, which mainly include creativity of the water treatment product. Firstly, the company can change or replaced the chemical raw material of the water treatment product with agricultural waste and fruit waste such as pineapple leaf and banana peel. The chemical raw material from the product is considered as non-eco-friendly product. So, agricultural waste and fruit waste can be use as it is does not give side effect to environment. Next, the form of the water treatment product needed to be made in various forms such as in form of liquid, pellet and powder. This solution will give opportunities for the customer and consumer to have variety of choice to buy and use the product that appropriate to their circumstances. All of these solutions are thought to help DIA-Chemical Sdn. Bhd. in producing high-quality products to be served to their customers in order to maintain their company's growth, innovations, and future successes.

## 2.4 Product/Services

DIA-Chemical Sdn. Bhd. provide services and produce their own product that marketed under it brands that are wholly manufactured in-house. The product and services have a certificate of approval from SIRIM product certification, NSF certification and HALAL certification. DIA-Chemical's product and services are:

### 2.4.1 Product

- DIACHLOR™ SERIES COAGULANT

This product Is special formulated poly-aluminium chloride (PAC) having high concentration of polymerized aluminium chain. It acted as adsorbent to dissolve organic matter into particulate aggregates in order to extract these impurities in subsequent solid or liquid separation processes. This product has four types.



**Figure 2: DIACHLOR™ SERIES COAGULANT**