COMPANY ANALYSIS

POLY-MAX SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY

SEMESTER : 5

PROJECT TITLE : BIODEGRADABLE BUBBLE WRAP

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EXECUTIVE SUMMARY

Poly-max Sdn. Bhd is one of the Malaysian companies which develop and manufacture packaging product. One of their most popular products is bubble wrap. Bubble wrap is a plastic packaging material in sheets containing numerous small air cushions designed to protect fragile goods. Nowadays, the demand for bubble wrap has been increased dramatically due to e-commerce technology. Most of the consumers prefer to purchase online rather than in- store. This is because, online shopping not only can save their energy, but also can save their time as well as fuel.

However, the rapid rise in online shopping is creating mountains of e-commerce waste which leading to environmental pollution. This is because, this bubble wrap is non-biodegradable material which is made up of synthetic sources. These non-biodegradable wastes neither get decomposed nor dissolved by natural agents. Thus, it may contribute to source of environmental pollution. An improvement of the product needs to be done in order to overcome this problem. So, I come out with new idea to produce biodegradable bubble wrap which is more environmentally friendly. This biodegradable bubble wrap is made up of natural sources and can be decomposed by living organism. The industrial processing of biodegradable bubble wrap is similar to the to the manufacture of ordinary bubble wrap, only that the materials used differ for biodegradable bubble wrap. The materials are design to be easily break down or decompose in the environment.

Due to this situation, a SWOT analysis have been conducted in order to identify the strength, weakness, opportunity, and threats of the product followed by identification of the problems and solution. Based on the investigation, the major problem of this product is it need to be disposed in a specific method. Therefore, one of the alternatives that can be used to overcome this problem is honeycomb kraft paper wrap, which is more ecofriendly, compostable, and recyclable.

2.3 Products/ Services

Table 2.1 Product/Service provided by Poly-max Sdn. Bhd.

Type of product/service	Classification of the product	Description
i. PE Foam 		Polyethylene Foam (PE) is made of low-density polyethylene (LDPE) resin. Commonly made and used as a protective & padded material for various packaging applications. It has several outstanding physical properties such as: • Protection from scratches • Buoyant ability • Lightweight • Flexible properties • Vibration dampening • Water resistant • Soft cushion padding • Easily recyclable material • Absorption of impact/shock • Durable surface • Insulation barrier to moisture • Tear/puncture resistant • Shatterproof