



اَبُو سَيِّدِي تَيْكُونُ لَوْ كِي مَبَارَا
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MARA



COMPANY ANALYSIS

IMEC HYGIENE SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

iMEC Hygiene Sdn. Bhd is a global company with business providing cleaning and hygiene appliances to many sectors such institution, healthcare, restaurant and industries. In this company analysis, it is focusing on the sanitation product and have been investigate, identified and analyzed along with their current problems then come out with solutions.

The first problem regarding the selected product is from their packaging which is plastic. As we know, plastic is a non-biodegradable material which is hard to decomposed over time and bring bad impact to the environment. The issue to the increasing of plastic waste is one of unsolved issue since most of product either for chemical, food and others use plastic as packaging because it need low cost to produce. In fact, it need large capital cost to manage the waste besides it is very harm to human and other living things because it contains various harmful chemicals. Due to covid-outbreak, the usage of hand sanitizer has been increased to keep everyone in hygiene. Hand sanitizer come in different size such as in small bottle that can bring anywhere, pump and also in large container for large-scale uses. In iMEC Hygiene, it focusing on producing sanitation product in bottle and large container. From that, the improvement needed is they need to create more sanitation products that can be used for individual-purpose by creating hand sanitizer in compact size with the packaging is made up from eco-friendly material.

2.0 COMPANY INFORMATION

2.1 Background

iMEC Hygiene Sdn Bhd is a company that has a long history of offering superior cleaning solutions to countries all over the world with its roots in Malaysia. As the world's largest supplier of commercial and industrial cleaning materials, iMEC provides the best hygiene solutions for a wide range of sectors covering healthcare, manufacturing, hospitality, banking, food & beverage, retail and government agencies.

This company established in 1992, Kuala Lumpur, Malaysia with providing high quality services and cleaning products and working hard to achieve higher standards of hygiene solutions to suit the needs in different industries. Every milestone marks another proud accomplishment and serves as a realization that we are going in the right direction in pursuing our goal, that is to be "The Global Hygiene Solutions Provider" and setting a standard of excellence in the cleaning industry.

In 2011, the iMEC Hygiene headquarters were relocated to a larger facility in Kajang, marking yet another milestone. By taking on the task of providing the most extensive selection of cleaning supplies, iMEC aims to retain its place as the leading supplier of hygiene products. In order to optimize consumer value, all the goods are of the highest quality and are offered at reasonable prices. Thus, this company aims for constant innovation and product improvement with its modern fully equipped Research & Development facilities, in order to establish new business developments and set higher expectations for excellence in the cleaning industry.

2.2 Organizational Structure

Organizational structure not provided on the website and online platform.

2.3 Products/ Services

iMEC supplies a broad variety of cleaning products. Their aim is to be the place where everyone can get all of the cleaning related products. Whether mops or detergents, iMEC has everything that will need to make life free from diseases and harmful bacteria. **Table 1** listed types of products and services offered to their valued customers.