



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

medentech
infection control

COMPANY ANALYSIS MEDENTECH LIMITED

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE

PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY

SEMESTER : 5

NAME : SYIRAIN BINTI ROSLI

STUDENT ID : 2019818936

GROUP : RAS2455C

LECTURER : DR. FARAH LINA BINTI AZIZAN

TABLE OF CONTENT

	PAGE
TABLE OF CONTENT	ii
ACKNOWLEDGEMENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	1
1.3 Purpose of Study	2
2. COMPANY INFORMATION	
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products / Services	4-7
2.4 Business, marketing, operational strategy	7-8
3. COMPANY ANALYSIS	
3.1 SWOT	9-11
4. FINDINGS AND DISCUSSION	
4.1 Findings	12
4.2 Discussion	13
5. RECOMMENDATION AND IMPROVEMENT	14
6. CONCLUSION	14
7. REFERENCES	15
8. APPENDICES	16-18

ACKNOWLEDGEMENT

In the name of “Allah”, the most beneficent and merciful who gave us strength, patience and inspiration to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject. Upon completion of this written report, I would like to express my gratitude to many parties that had directly or indirectly helped us to fulfil this assignment.

A special thanks to my lecturer, Dr. Farah Lina binti Azizan for giving us abundance of advice, outstanding attitude, the guidance and patiently keep updating information from time to time regarding this report during Online Distance Learning (ODL).

Besides, a special thanks to my friends and classmates who helped us a lot in giving ideas and experiences. I also deeply thankful to my beloved family for their ongoing support and encouragement in finishing this case study assignment.

EXECUTIVE SUMMARY

Recently, hiking has become one of the famous hobbies among Malaysian which allows the hikers to feel the natural environment as well as spending quality time with the loved ones. However, there are some problems that will be faced by hikers and travellers apart from unpredictable adventure, they also having difficulty of getting clean drinking water especially hikers and travellers who loved remote camping. Therefore, water purifier tablets have become a popular choice for on the go disinfection as their portability and simplicity. Upon this demand, Medentech Limited is one of the company that produce water purifier tablets, named Aquatabs. Medentech is committed in improving human health globally. Aquatabs are the world's most recognised and largest selling brand of water purification tablets. They are effervescent tablets, the US Environment Protection Agency (EPA) approved active ingredient is NaDCC which is known as sodium dichloroisocyanurate or troclosene sodium which can kill microorganisms in water to prevent cholera, typhoid, dysentery and other water borne diseases.

However, there are few disadvantages of this product that need to be improve. Thus, upon this demand, I have come out with latest improvisation. I improve in term of physical features which is changing from tablets form to solution as it will shorten the time to dissolve in water. The development that have been made which generally based on problem solving regarding current issues such as water and land pollution, energy consumption, limited access for clean water as well as water borne disease. Besides, water purifier tablets tend to have an unpleasant smell and aftertaste. From this, I come out with a new idea to overcome the aftertaste and smell of water by producing three type of flavours for water purifier solution. In addition, the active ingredients have been substitute with chlorine dioxide which much better than common active ingredients and has been approved by Environment Protection Agency (EPA).

For the purpose of this project, company analysis has been conducted along with explanation of the objective, purpose and benefits of the product. Moreover, the target market is focused on backpackers, outdoor geeks, travellers and people who lived in rural area with limited access of clean water. In conclusion, I hope that this product would drive the people to practice eco-friendlier lifestyle in which will contribute in saving the environment and at the same time can consume clean water every day.

2.2 Organizational structure

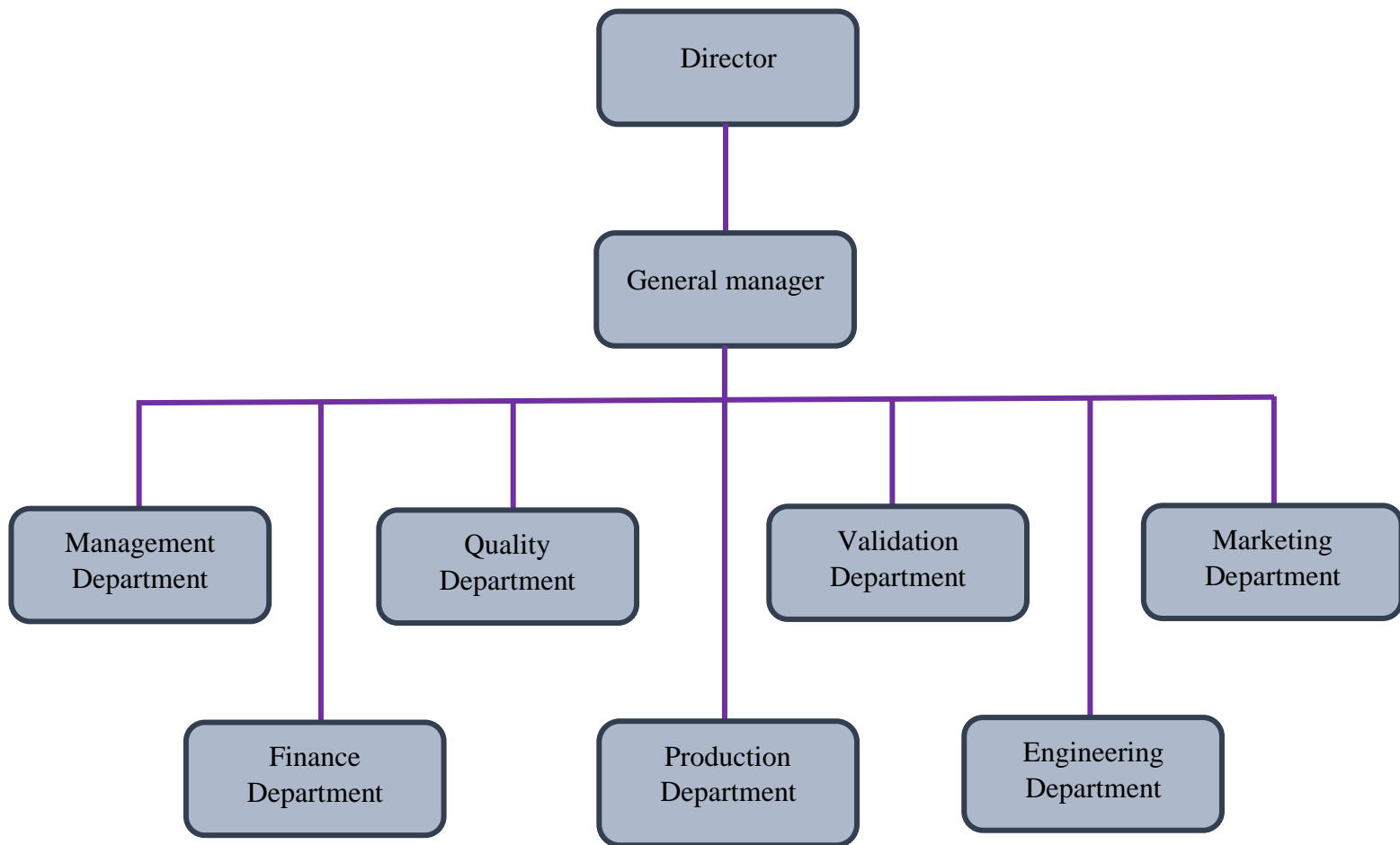


Figure 1 Organizational Structure of Medentech Limited Company

2.3 Product/Services

Medentech is committed to driving a significant positive health impact globally by improving access to safe drinking water and reducing surface contamination by developing, manufacturing and marketing cost effective disinfection solutions. Medentech is committed to improving human and animal health globally. This will be achieved by reducing contaminants in water to make it safer to drink and by reducing the spread of infection on surfaces in Clinical, Food and Catering Services and Farm environments.