



اَوْنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



VELSON
PACKAGINGS SDN BHD

COMPANY ANALYSIS

Velson Packagings SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Velson Packagings SDN. BHD. has over 30 years of experience in custom-made HDPE, LDPE, Oxo-biodegradable, biodegradable and compostable bags, as well as printed shopping bags, industrial packaging, tubing and sheets. They are committed in providing innovative, value-adding products to their customers in many industries and have a great reputation for delivering good product quality and outstanding customer service. Moreover, they have an outstanding reputation for high quality and affordable price, which has resulted in a good segment of the market share both locally and globally. Velson Packagings is a leader in various innovations and R&D in going green and packaging for the future.

Velson Packagings are looking forward to secure more projects with their valuable customers in the future and improve their branding through the strength of the business. There are few problems and solutions that has been identified in the company from this case study. From the finding, there are two problems faced by Velson Packagings. First, expensive cost of raw materials and secondly, the products have low strength (fragility) and short shelf life. Corn starch based is used in producing biodegradable or compostable bags. It needs to import from Australia and the organic material itself, making it expensive. Besides, the compostable bags are poor in mechanical properties and degrade too easily in single use.

In order to solve the problem in this case study, the company need to find and buy the raw materials from local supplier to save the cost of manufacturer and transportation, hence reduce the expenses of raw materials cost. In addition, Velson Packagings can do research to improve the mechanical properties of the biodegradable bag either to change the chemical composition raw materials or exchange the raw materials used to other based. For example, using raw materials from cellulose of seaweed to produce biodegradable bags with better mechanical properties.

All of these solutions are believed can help Velson Packagings in producing high quality products to be served to their customers in order to maintain their business growth, innovations, and future successes.

2.3 Products/Services

2.31 Products

Velson Packagings SDN. BHD. producing seven categories of products:

1. **Shopping bags**
2. **Garbage bags and liners** - Perfect solution for waste management, cleaning, recycling and more in both residential and commercial sectors. The garbage bags are thick and has high durability to hold heavy weighing commodities, durable and easy to store.
3. **Disposable gloves** - Economical glove solution perfect for food preparation, inspections and ideal for clean environment.
4. **Food packaging bags** - Designed cater to many different types of food to ensure high level of freshness, high quality and safest food grade packaging, non-toxic and within our customer's budget.
5. **Multipurpose HDPE apron and salon apron** - Multipurpose and disposable aprons protect hygiene and safety in various industries.
6. **Courier bags** - Designed and produced to suit the demanding industry of mailing and courier services.
7. **Industrial packaging and sheets** – For customers commercial and industrial needs and focus on the functionality and practicality. The product is perfect for weatherproofing and protection of goods.