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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

Nestlé PURINA Petcare

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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Nurul Afiqah Mat Rasid,

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EXECUTIVE SUMMARY

Cats is a common and most favorite pets. In Malaysia, we can find almost every household have cat as pet. Cat littering outside cat litter is the main problem facing by cat owner. It became very serious when its keep littering in our private space like in bedroom, behind couch and other. In my findings, there are several factors that lead to the main problem. Firstly, old urine smells due to stained peed odor before. Cleaned the spot using enzymatic cleaner. Secondly, stress environment can make the cats feels unsafe. Cats also can sense any changes around its surrounding. Cats owner should create happy environment like playing with them or provide toys. Thirdly, urinary problems by older cats. The cats feel uncomforted in its litter box hence its tend to peed outside. Seek for vet immediately because it may lead to death if the infection become more serious. Fourth, limited space for cats lead to placing the litter box at wrong location. The litter box should be put away from their food bowls but not too far like placing in basement.

From the stated problem, a product of deodorizer cat repellent with anti-bacterial was designed. It is another alternative to get rid off stained odor, to keep our private space away from cats and to sanitize the accident area or surface. The product ingredients made up with plant-based and citrus scented. The active ingredients of anti-bacteria only take 10 minutes to kill off the bacteria and 5 minutes to kill off virus. Thus, we can make our favorite space hygienically.

2.3 PRODUCTS/ SERVICES



Beyond®

We believe food choices are the most important daily decisions we make for our health and well-being, and it's not any different when it comes to feeding our pets. At Beyond®, we believe that when we connect with what's natural, we reconnect with what's good in food.



Breeze®

Tidy's BREEZE pads and litter pellets are specially designed for the BREEZE System, to divide and conquer odor by keeping #1 and #2 separate.



Cat Chow®

Purina Cat Chow provides your cat complete nutrition with the delicious taste they love. We offer a variety of dry cat foods targeted for your cat's life stage.



Deli-Cat®

Purina® Deli-Cat dry cat food provides great taste and 100% complete and balanced nutrition.



Dentalife

Help keep your pets' breath fresh and their teeth clean, throughout your long, healthy, life together – Choose Dentalife. For Life.



Fancy Feast®

Delight her at every meal with our full line of thoughtfully prepared, delicious gourmet entrees and savory Broths.



Friskies®

Friskies provides taste adventures that feed a cat's playfulness and curiosity. With a wide variety of wet, dry and snack foods, Friskies feeds the senses.



Kit & Kaboodle®

Purina® Kit & Kaboodle® dry cat food is formulated to provide 100% complete and balanced nutrition for adult cats.



Purina ONE®

Purina ONE's goal is to provide pet owners with tailored nutrition for the pets they love, featuring dry dog food, wet dog food, dry cat food and wet cat food.



Purina Pro Plan Veterinary Diets

Ask your veterinarian if Purina Pro Plan Veterinary Diets products can help manage your pet's health.



Purina® Pro Plan®

Our goal is to give your pet the nutrition needed to be their absolute best, helping them to be energetic and resilient, while maintaining an ideal body condition, healthy skin and a stunning coat.



Scamp®

Clean Fresh Scent. A love for cats, combined with expert research and testing, prompted the creation of a cat box filler as special as Scamp. The odor control system controls strong odors with a light fragrance, offering a clean, fresh environment for you and your cat. A conventional clay non-scooping litter that is 99% dust free with a very mild fragrance.