



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Tefal®**

COMPANY ANALYSIS

**TEFAL**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY** : FACULTY OF APPLIED SCIENCE

**PROGRAMME** : MARINE SC. TECHNOLOGY

**SEMESTER** : 4

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**NAME** : NUR HANANI BT HASNIZAN

**LECTURER** : DR. SHAFIQ SHAHRUDDIN

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## **EXECUTIVE SUMMARY**

This study discusses a Tefal technology that needs to be modified. The company's prospects in its current location, according to the study, are not promising. New ideas and innovations are needed to address the major areas of weakness.

Recommendations discussed include by making it cordless and changing the design of the water tank so that it is not rigid, creating an anti-drip, and changing the soleplate of the steaming iron with the same technology used to make an induction cooker that will not burn your fingers or hands which can solve the problems listed.

The report also investigates the fact that the analysis conducted has limitations. Even though this steaming iron offers various benefits and sales opportunities, it also presents a challenge. Some people feel that it is better to fail than to purchase anything expensive, so they would rather buy a less expensive replacement, such as daily ironing clothes. Aside from that, users can buy a more travel-friendly steaming iron that is smaller and lighter in weight, but it comes with its own set of disadvantages. One of the most obvious difficulties is a highly competitive market. Even in Malaysia, steaming irons are sold by more than three different firms, including Phillips, Electrolux, Panasonic, and others.

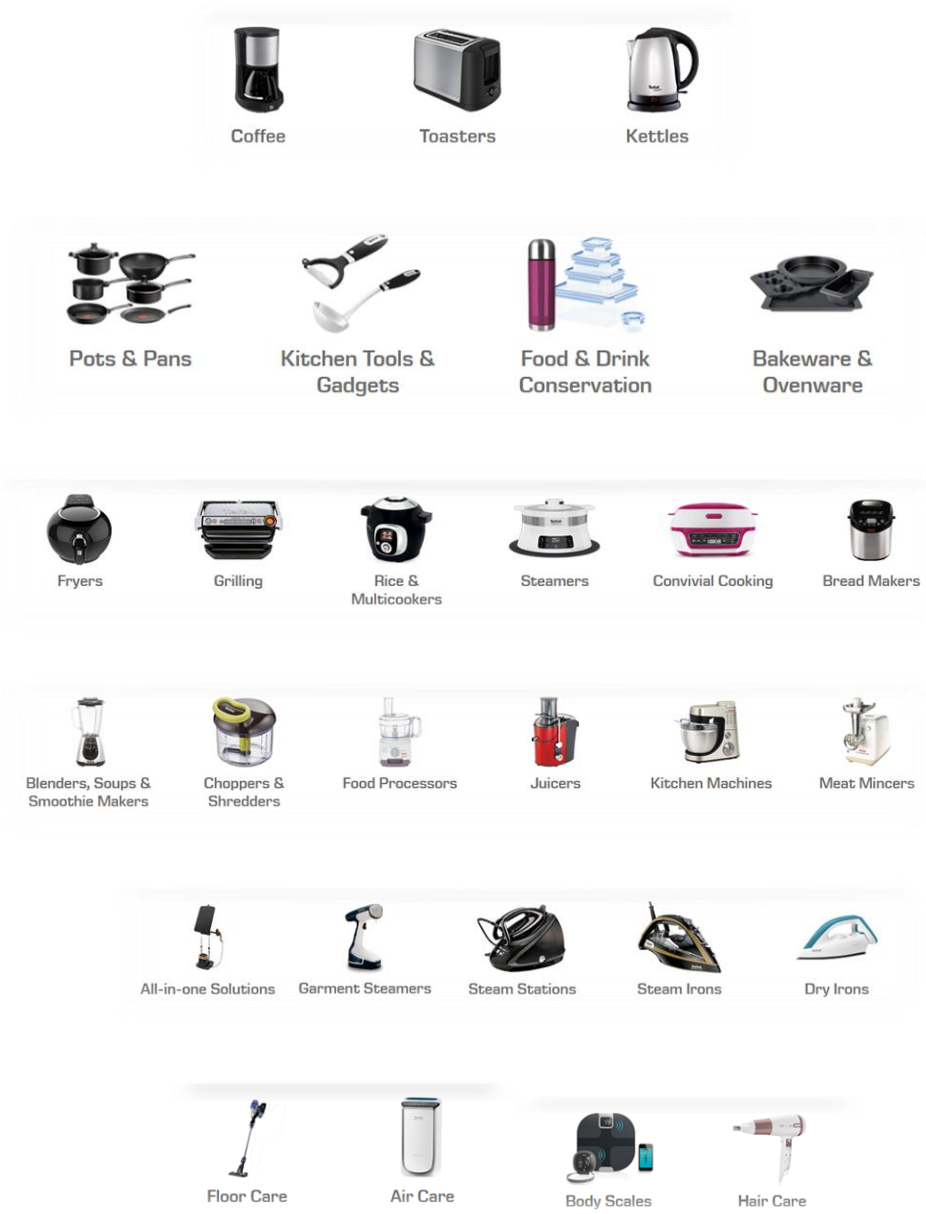
We must not restrict our thinking by continuing to use the same product without making any changes. A product has to be re-invented every now and then. For the modern age, new ideas and changes are needed. My new technologies will be sold as a product, and I hope that they will help the vast majority of the world's population.

It is recommended that we obey all of the above suggestions if we want to create a viable product that will help everyone. Some of the suggestions include making things safer for people of all ages, as well as more comfortable and enjoyable. By that, I propose a product that can satisfy all of the major problems, 'Atma Steaming Iron'. This product will not only help us increase our profit margins, but it will also save time and energy for others.

## 2.3 PRODUCT & SERVICES

### 2.3.1 PRODUCT

Tefal produces so many products that we use in our daily lives which are breakfast appliances, cooking appliances, cookware and kitchenware, food and drink preparation, linen care, personal care and last but not least home care products.



*Figure 2 - Tefal Products*