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UNIVERSITI
TEKNOLOGI
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YETI HOLDINGS INC.

WRITTEN REPORT ON CASE STUDY: COMPANY ANALYSIS

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EXECUTIVE SUMMARY

This case study is about to identify problems that exists based on the product chosen. There are many types of pet bowls in this world. But which bowls is the best for our cats? However, it is challenging to balance a busy life with our pet's needs. Pets need extra consideration and attention. This job is not as easy as it once was due to today's hectic lifestyle. This project's aim is to plan and develop a smart pet framework. The interaction between humans and physical devices, as well as devices in the real world, is gaining popularity, and it necessitates the use of a natural and intuitive approach. This study aims to upgrade and innovate pet products to make it easier for pet owners to train their pets to be healthier and eat just as much. Our research not only shows how the Internet of Things can be used to develop pet monitor systems, but it is also addressing the needs of pet owners who want to go to work without having to worry about their pets.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

Our pets are really important to us. Pets are often treated as family members. You treat them as if they were your own children. It's quick to fall in love with their charming personalities. As a pet parents, they need to ensure that their pets are fed regularly while they are away. It is important for the pets to stay on their regular feeding schedule. However, it is difficult to monitor them, as a human being, we have a lot of commitment such as busy working and doing house chores.

Nowadays, we live in an era where tasks and technologies are fusing together with the power of IoT to create a more efficient working environment and to complete jobs more quickly. This research not only demonstrates how the Internet of Things can enhance the pet care system, but it also addresses the requirements of pet owners who are unable to look for their pets while at work.

Getting the ability to automate everyday tasks, such as feeding the cat, can be a real time saver as our lives get busier. It's also cool to know that your feline pal has a healthy full belly. To fulfil the need of pet parents worldwide, manufacturers of pet product must wisely acknowledge by developing new automatic cat feeders on the market.

1.2 PROBLEM STATEMENT

It is common knowledge that pet feeding is a hassle for pet owners. Being a pet parent demands responsibility. Every pet must be cared for, and the owner must be around to do so. The problem occurs when the pet owner is looking after their pet on top of work, personal errands, and family time which is quite difficult. Pets face many of the same problems as humans, such as obesity, diabetes, and stomach problems. The issue is that the pet owner has no control over how much food the pet consumes, or which pet consumes it.


1.3 PURPOSE OF THE STUDY

Therefore, the main purpose of the study is to improve the lives of both pets and owners by developing Smart Pet Feeder that allows the owner:

2.3 PRODUCTS/SERVICES

The business mostly appeals to high-end hunters and anglers, as well as outdoorsmen, beachgoers, and water enthusiasts. It's because they're most well-known for their coolers. Aside from coolers, the company sells drinkware, travel bags, backpacks, multipurpose buckets, lawn furniture, blankets, dog bowls, apparel, and accessories. It also sells stuff such as bottle straw tops, tumbler handles, jug mounts, and bottle slings under the Rambler brand, along with drinkware such as colsters, lowballs, wine tumblers, stackable pints, tumblers, mugs, glasses, and jugs. YETI-branded merchandise, such as caps, shirts, bottle openers, and ice substitutes, is also available.

Table 1: The list of YETI Holdings products.

| NAME OF PRODUCTS | PRODUCT |
|------------------|--|
| Coolers |  |
| Drinkware |  |
| Apparel |  |
| Dog/cat bowls |  |