



اُنْبُوْزِ سِيْتِي تِيكُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Scotts **Miracle-Gro**

COMPANY ANALYSIS

Scotts Miracle-Gro

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EXECUTIVE SUMMARY

Scotts Miracle-Gro is a company which focusing on the selling horticultural and turf materials which sells grass seed, plant food, fertilizer, weed control and pest control products. In this company analysis, it is focusing on the Aero Garden kit that is produced by Scotts Miracle-Gro to be investigate, identified and analyzed along with their current problems and come out with some solutions and innovation.

The first problem regarding their product the simple mechanic breakdown can cause huge losses which will disturb the growth of the plants as they need enough water circulation, nutrients and enough light in order and they need constant monitoring. This happened due to 100% automatic system that used in Aero Garden system and they relies fully on them. The machine breakdown are coming from the factors of human errors such as careless while changing the water and lamp which can contributes to mixing the water and electricity that can cause burnout. Since it used an automatic system, the machine's breakdown is due to the overheating or failure of airstone and airpump which can disturb the plant's growth circulation. As for the next problem is their too advanced technology that is unnecessary to the plant's growth such as Wi-Fi, advanced display touch screen and others.

Aside from that, a few solutions to that problems primarily are do innovation by adding optical level switches to prevent from having any problems due to the leaking of liquid or temperature capability. We also suggest to add ultrasonic level transmitter to make the users more alert and can prevent from any problem such as excess or less of water and nutrients for the plants. This sensor also will display the time interval so that the owners can budget their time to managed their plants. So that the new innovation of Aero Garden can display the water measurement, be alert and when the owners need to fill up the tank with water and nutrients so that the plants did have enough food and nutrients. Next solution is to use cheaper and simple system. We can use the e-waste recycling and electronic recycling that collected from the company and previous defect electric equipment on the previous Aero Garden kit and just make some adjustment on the defect electric equipment. The company also can use the same or not too much advanced in technology which only put the main components and functions in Aero Garden kit.

Figure 3: Organization structure of Scotts Miracle-Gro

2.3 Product/Services

2.3.1 Product

The Scotts Miracle-Gro Company has several products under them which their company in North America includes the United States and Canada offers product to lawn and garden markets in the consumer segment. Some of the brand names including Scotts, Turf Builder, Miracle-Gro, Nature's Care and Ortho. Scotts Miracle-Gro sells product through major retailer and distributors as well as through hardware stores, nurseries, garden centres and food and drug stores. For Aero Garden product, it has several different collections of their gardens where the differences in sized models and a variety of extra feature suit everyone from the budding gardener to the expert grower.

Name of product	Size	Description	Best recommendation for
 <p>Aero Garden Bounty Elite</p>	<p>Size: 16inch x 6inch x 8inch</p> <p>Maximum plant growth: 24"</p>	<ul style="list-style-type: none"> • Has nine plants pods • Use 50-watt of lighting system • Stainless-steel body • Wi-Fi enabled 	<p>✓ Best for gadget lovers that want a larger harvest</p>
 <p>Aero Garden Bounty Basic</p>	<p>Size: 16inch x 6inch x 8inch</p> <p>Maximum plant growth: 24"</p>	<ul style="list-style-type: none"> • Has nine plants pods • Use 30-watt lighting system • Has vacation mode • Matte body 	<p>✓ Best for Basil lovers</p>