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UNIVERSITI  
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dretec

## COMPANY ANALYSIS

DRETEC CO. LTD

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

**FACULTY & PROGRAMME : FACULTY OF COMPUTER AND  
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**PROJECT TITLE : SECURITY PERSONAL ALARM**

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## **EXECUTIVE SUMMARY**

A security personal alarm is a small hand-held electronic device with the functionality to emit a loud siren-like alarming sound. It is a very useful thing that people need to own it as it used to attract the attention of other people when someone was threatened. Due to the lack of its functions, people nowadays have ignored it. But this thing has been raised up due to the endemic Covid-19. With the used of an alkaline battery and no monitoring backup, this security personal alarm has been low in demand. So, with the proposed innovation, the security personal alarm will come out with a new technology applied to it. Having a smart sensor and rechargeable battery will make this alarm come with a high demand and efficient to its customer. It is because Artificial Intelligence (AI) is used in technology nowadays to make people life become easier. With the reasonable price has been set, it is not impossible if one day, this security personal alarm is in high demand and comparable like famous brand such as Apple product.

# **1.0 INTRODUCTION**

## **1.1 Background of the Study**

Nowadays, women and girls are disproportionately affected by violent conflict, which intensifies pre-existing gender disparities and discrimination (United Nations, 2020). According to World Health Organization (WHO) in 2021, 30 percent of women worldwide have been subjected to either physical or sexual intimate partner violence or non-partner sexual violence in their lifetime. Because of that, people outside, especially women and children will become threatened to live their lives.

Moreover, people nowadays are not disclosed about security personal alarms that have been created specially for everyone to avoid violence and threat. Security personal alarms have been created for everyone who needs to have a good safety around them. This may be used to avoid snatching, pick pocket, rape and many more. The main advantage of having a security personal alarm is for people being able to call for help very quickly. Security personal alarms can help people be more independent and can make a family less worried if anything happens to one of the family members. Thus, security personal alarm has been introduced to make an innovation in the future as it is the important thing that every people should have.

## **1.2 Problem Statement**

In this era of endemic Covid-19, many people have lost their jobs because their company cannot afford to pay many employees in their organisation. This will lead people to become pick pockets and do something that can harm people outside to earn the money. They are forced to do such things just because to support their family and to live their life. In addition, normal people will feel that their life is very harmful when they are outside. So, every of them need a thing like security personal alarm to ensure their life is safe. Despite having a very useful personal alarm, it also has many problems to focus on. For example, when we are walking in a lonely road, what we will do if someone such as a drug addict has threatened us and no one will hear us with that noisy alarm because of the place and the alarm volume can only afford around one metre. Moreover, the security personal alarm is using alkaline battery in it. So, everyone owned the alarm always needs to ensure that the alarm has a healthy battery and still can use it. It might be difficult for them to check

every single thing on that alarm before they go out. Lastly, the security personal alarm can be lost or missing because it can only be attached to the bag and other materials that are convenient. It can change its ownership in the blink of an eye because it does not have any password or anything that can protect the alarm. So, all of these issues need attention to improve the product specifications and system related to our technology advancements nowadays such as Artificial Intelligence (AI).

### **1.3 Purpose of the Study**

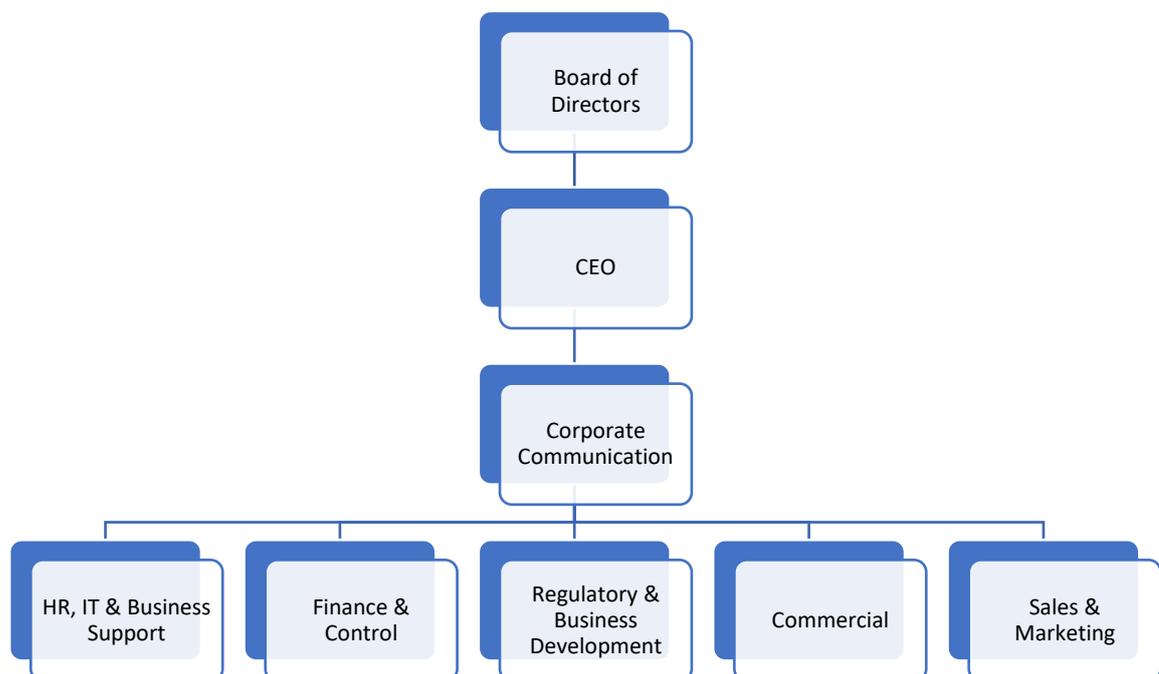
The purpose of this study is to identify the problem and deficiency of the product from this company yet to improve and come out with an innovation that can be made to the product. This also allows me to study the chance of accessing industries to the new advancements made to the product and make a look up whether the product has the potential to be market or not.

## 2.0 COMPANY INFORMATION

### 2.1 Background

Dream Technology Company (DRETEC Co., Ltd.) was developed in June 1997. DRETEC has rapidly evolved into a leader in the Japanese market for Small Electrical and Household products since opening its initial website in 1997. They are also the market leaders in the field of Home Measurement Instruments. They are now in the lead in almost 400 different categories. Moreover, DRETEC, in partnership with Watson Plastics Industries Pte Ltd, will begin reaching out to clients outside of Japan in 2017 to enrich their lifestyles. This would be accomplished by giving Watson the authority to carry out its mission statement and business goals in Indonesia, Singapore, Malaysia, Thailand, and Vietnam, as well as the multilingual populations that surround these countries.

### 2.2 Organizational Structure



## 2.3 Products / Services

There are a lot of products have been produced in DRETEC consists of Kitchen, Lifestyle and Health. The Table 2.1 below shows some of the products from DRETEC.

| No. | Products  | Descriptions  |
|-----|---|---|
| 1.  | Security Personal Alarm<br> | <ul style="list-style-type: none"> <li>• An alarm will be raised when you pull the main unit.</li> <li>• With reflection cloth.</li> <li>• With a special belt attached to the shoulder belt of the backpack.</li> <li>• Safety design where switch part does not come off.</li> </ul>  |
| 2.  | Soap Dispenser<br>         | <ul style="list-style-type: none"> <li>• Since soap comes out without touching it is clean.</li> <li>• Easy to use for children.</li> <li>• The remaining amount of soap inside can be seen.</li> <li>• Remove the top lid and easily change battery.</li> </ul>  |
| 3.  | Aroma Diffuser<br>         | <ul style="list-style-type: none"> <li>• Supersonic wave vibration humidifying method.</li> <li>• RED light switches on in continuous driving mode.</li> <li>• Orange light switches on in intermittent driving mode.</li> <li>• Automatically turns off when the water runs out.</li> <li>• Aromatic oil sold separately.</li> </ul> |

|    |  |   |
|----|--|---|
| 4. | <p>Digital Kitchen Scale</p>    | <ul style="list-style-type: none"> <li>• Display it by 1 g of unit up to 2 kg.</li> <li>• Easy to see large screen.</li> <li>• Easy to additional weighting and reduce the weight of the container. Auto power off function prevent forgetting turn off.</li> <li>• With battery (A A A A battery 2pcs).</li> </ul> |
| 5. | <p>Multi-Purpose Mini Pot</p>  | <ul style="list-style-type: none"> <li>• Can cook variety of food.</li> <li>• Glass lid.</li> <li>• Power Cord. : 1.8m</li> <li>• Filled water capacity : 1.0ℓ (Stainless Bowl)</li> </ul>  |

Table 2.1: Products from DRETEC Company

## 2.4 Technology

DRETEC empower their product with leading infrastructures in measurement and digital technology and e-commerce, in the Smart Home Environment. It is because DRETEC wants their customers meet satisfactions in using their products to live their life well.

## 2.5 Business, Marketing, Operational Strategy

### 2.5.1 Business Strategy

A business plan is a great instrument for assisting us in achieving our business objectives by specifying the strategies and tactics we must employ within the organisation. DRETEC's company aims to provide the greatest Kitchen, Lifestyle and Health essentials to their clients by equipping them with cutting-edge infrastructures in measurement, digital technology, and e-commerce in the Smart Home Environment. In their interactions with customers, business partners and stakeholders, DRETEC is

committed to the highest standards of business conduct. They have expanded a number of product categories in response to changing market demands and client feedback. DRETEC has also evolved a product that is one-of-a-kind for each residence. In addition in providing convenience to everything related to "living", they are focusing on design and have finished the product that they want to pick up and continue to use.

### **2.5.2 Marketing Strategy**

A marketing strategy is a comprehensive plan that includes all of a company's marketing goals and objectives (Market Business News, 2021). Market research helps business executives develop an effective marketing plan. They also pay close attention to the correct product combination in order to maximise profits.

DRETEC has used this chance to market their product by using social media like Facebook, Youtube and Website page. They has a streamline logistics management and sell their products through the most advantageous channels. They have been invested in digital market in order to provide convenience to everything related to daily life. They used social media to attract their customers from other countries such as Singapore and Malaysia until they can make a collaboration with Watson Plastic Industries. They also focused on customer's demand and feedback in order to produce their products. Moreover, they also provide more information about their products in their official websites so that the customer can make a comparison before buying it. This shows that they prioritize their customer satisfaction and employee satisfaction to achieve their management goals.

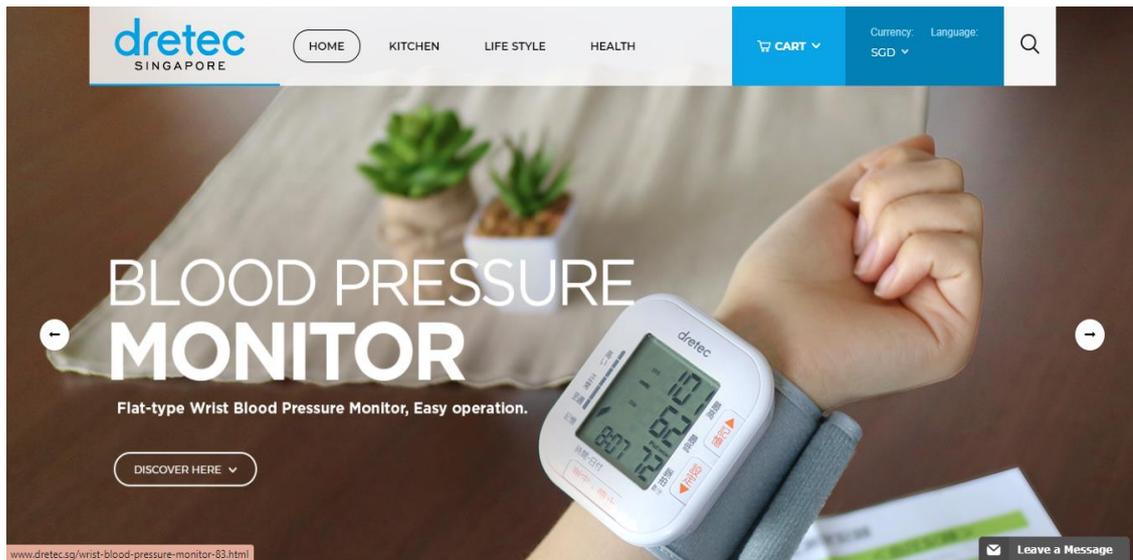


Figure 2.1: The official websites of DRETEC Company

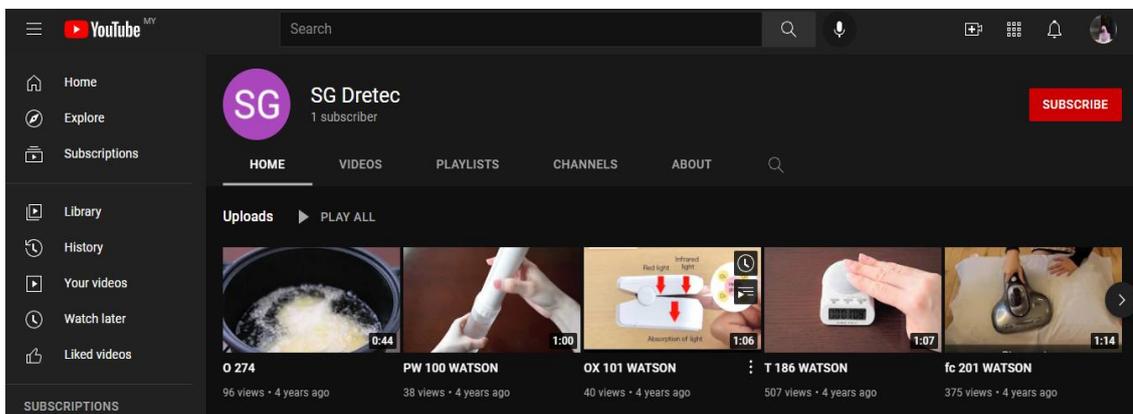


Figure 2.2: Youtube Channel of DRETEC Company

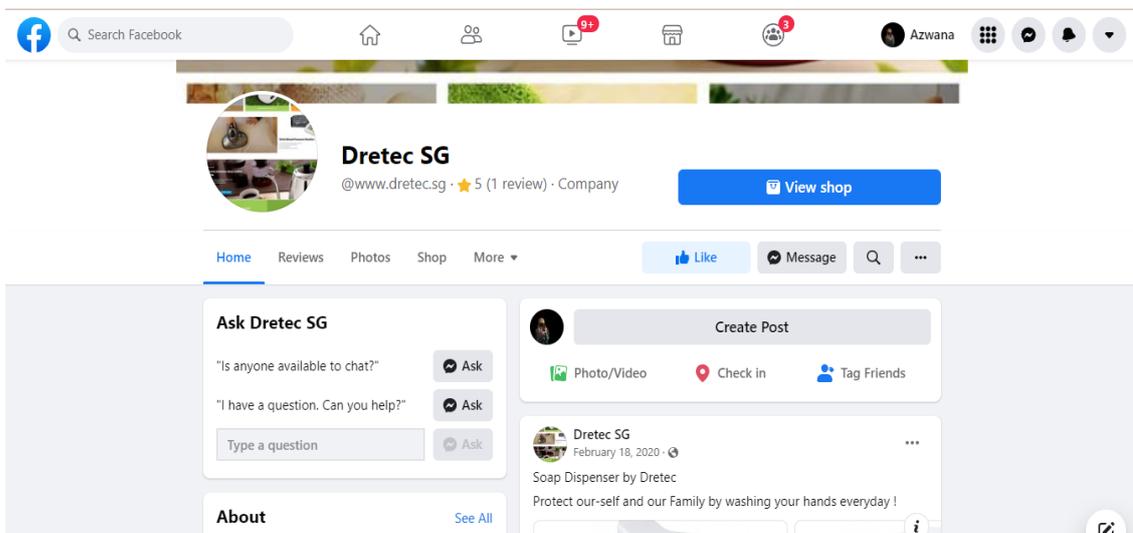


Figure 2.3: Facebook page of DRETEC Company

### **2.5.3 Operational Strategy**

Every organisation has its own organisational strategy and planning. For DRETEC, they aim to serve the society at large through the provision of well designed, ergonomical and useful products that bring about enrichment benefits to everyday lives. They implement their plans in a digital technology that suites today's world. Moreover, DRETEC also hear their customer's feedback as they can improve the quality of their product according to the customer's needs and demands. The most important thing, DRETEC strive to protect the environment and promote the effective use and recycling of their resources. Last but not least, they will conduct their business accordance with all applicable laws and regulations including quality assurance and product safety.

## 3.0 PRODUCT ANALYSIS

### 3.1 SWOT Analysis



Table 3.1: SWOT Analysis of the Product

## **Strengths**

Personal Security Alarm from DRETEC has its own functions. It is a small item that we can carry everywhere. It is travel friendly alarm which it can be hanging on the bag with a special belt can attached to the shoulder belt of the backpack. Despite with a small cute design, it was sold at the very cheapest price. Personal alarm help elderly people maintain their independence yet can get help within a second. They are a great alternative to live-in care and many older people prefer them to moving into a home.

## **Weaknesses**

This product also has its own weaknesses. It can be easily stolen by people because the string used to attached to the bag is made from a cloth. The burglar can easily cut it with the scissors and stole it. Moreover, it only used a cell batteries. People need to always check on the alarm whether their batteries are functioning or not before they leave the house. This can make people be in danger when they are in a quiet place if the cell batteries suddenly not functioning.

## **Opportunities**

This cute alarm may in high demand as it is a very valuable things to be kept. Everyone can own it as it come with reasonable price. Every people especially girls need to have one as it can make you independent with the safe surroundings. This alarm can make people feel influenced to buy it as it come with variety of cute designs. The alarm volume is around one metre which people can hear the volume when we raised the main unit of the alarm. Since it is a valuable thing that we might have, this product can easily be on market and the parents will buy it for their family to make everyone stay in a safe place.

## **Threats**

This product from DRETEC have been sold at a reasonable price. It is not impossible if the product price will be compete on the internet. It is because they can used other notorious platform nowadays to sell it such as Shopee, Lazada and many more. They can lower the price as DRETEC sold and people can easily buy from them because the alarm functions are the same as DRETEC. Moreover, online platform like that are very famous in this era of endemic. It is because people nowadays are comfortable did online shopping instead of buying it physically. So, it will make DRETEC to left behind in the industry.

## **4.0 FINDINGS AND DISCUSSIONS**

### **4.1 Findings**

Issue/Problem 1: Battery failure.

The security personal alarm from DRETEC used two alkaline batteries. As we know, alkaline batteries need to be replaced time to time. It makes us feel complicated to buy another batteries for spare. Moreover, normal batteries will only be able to withstand minimum 500 until 1000 charge discharge cycles before their capacity falls. The alarm also did not show any sign whenever the capacity of the batteries were poor. The user must be alert all the time.

Issue/Problem 2: No backup monitoring.

The security personal alarm also did not have backup monitoring which the user can monitor the percentage of the battery. It just have a loud volume which people from one metre distance can hear it. It is safe when the user be in a crowded place but it is not safe when they be in a gloomy yet quiet place. It will also make people difficult to detect where the sound comes from.

### **4.2 Discussions**

Alternative solution 1: Use rechargeable battery.

As the product may be in high demand, we can make a rechargeable battery as a backup when an alkaline batteries need to be replaced. This solution also can be use if the alkaline batteries died out of sudden. As we all know, technology nowadays are power hunger. We all need a long lifespan batteries instead of a short span. Rechargeable batteries are generally environment friendly compared to cell batteries. This will make a lot of change to the world as it has a low impact on global warming. It also make us convenience to use it as it keeps us from frequent visits to battery shops and changing batteries all the time.

Alternative solution 2: Apply a sensor.

Moreover, to avoid people nowadays feel threatened when going out, they may need one security personal alarm that can automatically call his or her family members or a way to make an emergency calls. This alarm can be applied a sensor or a sign that may tell the alarm that we are in danger. So, the alarm will automatically make a call or send any messages to the number we have set. Besides, the existing product also cannot display anything on it especially battery power that will be an important thing to be displayed. So, by providing a small screen on the product should be useful to the user.

## **5.0 RECOMMENDATION AND IMPROVEMENT**

From my point of view, the two solutions are important and should be adopted. It is important to use rechargeable batteries along with the technology nowadays. It is because rechargeable batteries are cost effective rather than alkaline batteries. Rechargeable looks better rather than alkaline battery as we can reuse them. Alkaline batteries may not cost us much initially. Yet, these can consume greater portions of our budget. This will lessen the burden of the user to own the product in this era of endemic.

Next, the alarm should be adding the screen on it with a smart sensor. It may be used to display the percentage of the battery and easy to set the emergency call if anything happens. It also can automatically make a call when we pull the main unit of the alarm when we are in danger. The using of Artificial Intelligence (AI) will help us better prepare for and prevent such potentially negative consequences in the future.

Last but not least, the string used to attached to the bag can be replace with a hook made of metal. It is to reduce the potential of the burglar to cut and stole the alarm. Thus, the potential of the alarm and the user itself will highly be in safe.

## **6.0 CONCLUSION**

In conclusion, security personal alarm is a very important thing nowadays. People rarely know about its existing because it only have an ordinary function. Some people know about their existing but they did not have an awareness about the importance of having one in their life. The focus we proposed an innovation is to let people know about the function of the security personal alarm. DRETEC company focus on their customers' demands and feedbacks. So, it is not impossible if DRETEC can make an innovation on the product. The use of Artificial Intelligence (AI) in our daily life are very common nowadays. The proposed product should be try to apply an AI to make our life becomes better and easier. AI can increase our productivity and efficiency as a consumer as it can help us functioning like a human-like brain. It is not impossible if one day, the security personal alarm is comparable as Apple products and so on.

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## APPENDICES



Existing Product



Rechargeable battery





Example of the Smart Sensor that can display important things on screen