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UNIVERSITI
TEKNOLOGI
MARA



ALAM FLORA SDN BHD

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which manufactured the same product that we want to develop, which is Alam Flora Sdn Bhd, which is a waste management company in Kuala Lumpur, Putrajaya and Pahang.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well.

In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that Alam Flora provides. Next, we study about the technology of Alam Flora, as well as business, marketing and its operational strategy used by the company to promote their services which we find quite interesting. Lastly, we research about the company services achievements regarding how they manage their company as well as achievements gain from the consumer or residents.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task.

1. INTRODUCTION

“Earth provides enough to satisfy every man's needs, but not every man's greed.” - Mahatma Gandhi

1.1 Background and motivation behind the study

In order to search a suitable topic for a case study which key element it is to identify a product that has significant potential to be innovated, it can be figured it would be most useful to study a product that many people require to use. Considering of the smelly green bin in front of the house, it would only make sense to address something to vanish or reduce the smell - in this case an odor absorber dustbin.

Nowadays, several of the people know just the hacks element that can get rid of smell things.

The idea came to minds because of the Alam Flora bin that in front of my house is really smelly. The smell bin can effect the guest that come to the home and also effect the air that went through the window. It also can make the home smelly because of the wind flow from the bin to our house.

1.2 Purpose of the study

The purpose of the case study is to fully get access to the details of this product and its company to detect possible flaws and services regarding aspects that can be picked up to come up with best implementation of our innovations that were going to be added to the given problem.

At the completion of this study the goal is to have evaluated to broad innovation concept which implementation in the blue print will then occur more smoothly and without any aspects missing.

The case study therefore is supposed to regard this matter from each and every direction to provide all the needed information for a fitting business plan.

1.3 Business Problem

The services that conducted by the company is really heavy because of deal with the trash. All people in this world are not willing to working on this area because of the smelly bin, smelly truck, and dissatisfied people. The first problem that they have to deal with the some residents tend to throw their household rubbish out of the balconies and windows of their house, apart from attracting rodents and cockroach that can give sickness to the residents from the dirt. The other problem that they have to faced is the complain from people that the green bin in front of the house is smelly and the truck was left the trash on the road. It makes the road smelly and the odor flew by the wind to their home.

1.4 Informational Background and Supporting Theory

To be generally informed about the functions and misfunctions of a product it is first of all important to collect personal experience data from product reviews given on the online webpages of the retailers. These ideas then may be picked up to generate ideas and compose innovations based on relevant customer complaints, such as design, power usage, isolation and many more.

Since the general function behind odor absorber is to absorb the smelly and stingy air, information has been collected from science books in term of what chemical should be use, the price of the chemical, where did to buy the tools to make it, the exact amount for exact size of bin which are going to be used for a prototype. In order to be highly informed about the very product to study about, the presented company by the name of Alam Flora has been contacted via social media, their corporate contact platform and e-mail to increase the chance of being provided with actual company information so that assumption wouldn't have to be made.

2. COMPANY INFORMATION

2.1 Background

Incorporated in 1995, Alam Flora Sdn Bhd is one of the leading environmental management companies in Malaysia that is dedicated to serving communities to manage and reduce waste with minimal environmental impact. Alam Flora is a subsidiary of Malakoff Corporation Berhad (Malakoff), Malaysia's leading Independent Power Producer (IPP) listed on the main market of Bursa Malaysia.

Being one of the largest concession holders of Malaysia's national solid waste management and public cleansing privatization project, Alam Flora provides comprehensive waste management services to several concession areas in certain regions of Peninsular Malaysia being, the Federal Territory of Kuala Lumpur and Putrajaya, and Pahang Darul Makmur.

Alam Flora collaborates closely with 13 local authorities(LA) to provide public cleansing and waste management for 33 schemes zones.

Annually, Alam Flora amasses average of tonnes of waste. A substantial percentage of this waste originates from public cleansing where covered and open drains, beaches, highways, main roads, side and back lane are manually and mechanically cleansed while solid waste management is the primary business driver, Alam Flora takes on a holistic approach to waste management by constantly striving to enriched the communities and the environment by increasing the quality of life. Alam Flora had achieved local and international recognition.

Alam Flora understands the welfare of the environment is vital to our communities' wellbeing and health. Alam Flora actively pursues projects and initiatives that benefit the waste industry, the communities and the ecosystem.

2.2 Board of Director

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DATO' MOHAMAD BIN SAIF @ SAIB

Director



DATO' SRI CHE KHALIB BIN MOHAMAD NOH

Director



DATUK IDRIS ABDULLAH @ DAS MURTHY

Director



DATO' AHMAD FUAAD MOHD KENALI

Director



MOHD NAZERSHAM BIN MANSOR

Director



AZRI BIN ZAHARUDDIN

Director



MIMI AISYAH CHYE ABDULLAH

Alt Director

2.2.1 Executive Committee



YBhg. Dato' Haji Mohd Zain bin Haji Hassan

Chief Executive Officer



Azahari bin Zainal Abidin

Chief Financial Officer



Darwishah bin Osman
General Manager Operation



Sahrani bin Kasim
General Manager People and Capital Resources



Nazar bin Abdul Raof
Chief Operating Officer, DHES

2.3 Facilities

2.3.1 Mobile Receptacle Bins



Material	Plastic HDPE
Capacity	120 Liter
Capacity	For Residential Area



Material	Plastic HDPE
Capacity	240 Liter
Capacity	For Shops, Offices and Commercial Premises



Material	Plastic HDPE
Capacity	600 Liter
Capacity	Communal, Institutions and Commercial Premises

2.3.2 Vehicles

- Compactor
- Open Tipper
- Road Sweeper
- High Pressure Water Jetter
- Catch Basin/Suction Cleaner
- Tractor
- Tricycles
- Arm roll
- Mini Road Sweepers

2.4 Products/Services

2.4.1 Collection Services

1. Alam Flora collection services cover the regions of the Kuala Lumpur, Putrajaya and Pahang.
2. This included domestic and non hazardous waste from household commercial areas and other premises are covered.
3. This services consists of the kerbside collection of recyclable waste such as cardboard, newspaper, papers, plastic containers, and glass bottle from residential and commercial areas.
4. The collection schedule for domestic and housegold waste is twice weekly.
5. Meanwhile, other types of waste such as garden waste, bulky waste and recyclable item are collected once a week.

The range of waste that Alam Flora provides collection services include:

- Domestic or household waste
- Garden waste
- Bulky waste
- Recyclables

2.4.2 Public Cleansing Services

The increasing density population, especially in urban areas, gives rise to escalating volume of domestic and commercial. To corroborate with the vision of the Malaysian government to succesfully transform Malaysia into a clean and prosperous country, Alam Flora has been established to do public cleansing in concession areas has been undertaken by Alam Flora

Alam Flora's proven track record as an excellent service provider in waste management with the clise collaboration with the local municipalities or local authorities (LA). The public cleansing services that Alam Flora provides are:

- Cleansing of Public Roads
- Cleansing of Public Place
- Cleansing of Public Toilet

- Cleansing of Public Drains
- Grass Cutting in public places and curbside Grass Cutting on Public Roads
- Cleansing of Public Beach
- Clearing of Illegally dumped Controlled Solid Waste
- Cleansing of Publicly Operated Hawker centres, Publicly operated Markets, Pasar Malam, Pasar Tani
- Removal of Carcasses

2.4.3 Other Services

Alam Flora provides other kind of waste management services. Our clients include those from the private sector, industrial, institution, commercial, factory, hospital, and university.

Alam Flora has range of other cleansing services:-

- Collection and Disposal of Domestic Waste
- Collection and Disposal of Renovation and Construction Waste
- Collection, Shredding and Disposal of Confidential Documents
- Collection of Various Recyclables Materials
- Consulting Services on Reduce, Reuse and Recycle (3R) Programmes
- Food Waste Composting
- Sales of Bins i.e. Mobile Garbage Bin (MGB), Leach Bin, Recycle Bin
- Cleaning Services (Draining Cleaning, Road Sweeping and Housekeeping Services)

2.5 Technology

Automated Vehicle Locating System(AVLS) and Global Positioning System (GPS)

As of August 2008, Alam Flora adopted technology to remotely monitor and pinpoint the location of all of these vehicles by a method - the Automated Vehicle Locating System(AVLS) that utilises Global Positioning System (GPS) technology to locate and determine the geographical location of a vehicle and transmit the information. This system enables live, 24/7 monitoring to ensure that all activities are according to schedule.

Geographical Information System (GIS)

Apart from the location, other useful data that can be ascertained are the driving speed, during hours, vehicle travelling distance and direction. All of these Geographical Information System (GIS) digital data are invaluable to reduce unnecessary idling time (to decrease fuel consumption), faster collection rate and identify vehicles that are due for maintenance. Equipped within the vehicles are geo-fencing capabilities, whereby] an alert will by generated if any vehicles were to go over a pre-determined area. This system is solely intended for use by the contractors Alam Flora for them to effectively monitor their performance in real time thus improving productivity and fulfilling the clients' needs.

2.6 Business, marketing, operational strategy

- Alam Flora homepage



- Facebook



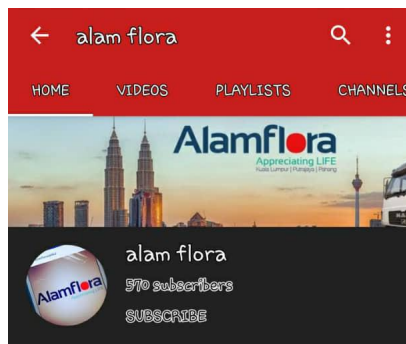
- Twitter



● Instagram



● Youtube Channel



3. COMPANY ANALYSIS

3.1 SWOT Analysis

		POSITIVE	NEGATIVE
INTERNAL FACTORS	STRENGTHS	<ul style="list-style-type: none"> • Good Facilities : bins and truck • Leader of services waste management • Provides comprehensive waste management services 	<ul style="list-style-type: none"> • Bad odor from the bin and truck • The truck drop out waste on the road • Limited space of Landfills
	EXTERNAL FACTORS	<ul style="list-style-type: none"> • Small amount of competitions • Good facilities : Reduce Time consuming • High potential of residential group 	<ul style="list-style-type: none"> • Large place to cover

CONSUMER

TREND CANVAS

TREND: _____

1. ANALYZE

2. APPLY

<p>Basic Needs</p> <p>Which deep consumer needs & desires does this trend address?</p> <ul style="list-style-type: none"> • good quality of bins • Clean bins • The bins free from bad odor • The bins free from fly 	<p>Drivers of Change</p> <p>Why is this trend emerging now? What's changing?</p> <p>Shifts: Long-term, widespread macro changes Triggers: Recent, short-term changes or technologies</p> <ul style="list-style-type: none"> • Life style changes • More guest come to house • Clean environment in the residential • Refresh air
<p>Emerging Consumer Expectations</p> <p>What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?</p> <ul style="list-style-type: none"> • Reliable cheap chemical or product that can eliminate bad odor • Small amount • Suitable to put in the bin : small, disposable 	<p>Inspiration</p> <p>How are other businesses applying this trend?</p> <ul style="list-style-type: none"> • Wash the bins

Innovation Potential

How and where could you apply this trend to your business?

- Combine all expected demands in one device
- Add some refresher or deodorizer

YOUR INNOVATION(S!)

Odor Absorber

Who

Which (new) customer groups could you apply this trend to? What would you have to change?

- Familys
- Hygenic person



4. FINDINGS AND DISCUSSION

The strength of the company Alam Flora has many positive aspects like the services and facilities. . Reaching their aim of being top of waste management company maybe stopped them of looking ahead to future development of the market and the demand of costumers. For the development of innovation, creativity as a source of ideas is required. Several techniques like problem reversal, attribute list or lateral thinking support this process. Innovations do not always imply complete new products or services but also include the extension, duplication as well as synthesis of a product based on the costumer's demand.⁸

Although Alam Flora created a huge Waste management services within the last twenty five years, it has still difficulties to fulfill their customer demanding. The lack of the procedure of complaining by the customer was not in the good way, so Alam Flora was not alert on the complaining on the wrong path, it makes the company got bad name. As a result, the residential not trust on Alam Flora and talking bad about this company. This applied the Alam Flora account media social, so that Alam Flora become more alert and take action immediately to the residential complaining.

Based on the findings of our study, we can say that this company might face some problems in the future regarding the complaining of the residents . They should do some changes in their residents service system and top up their odor bins in the residential technology.

There is a lot of complaints regarding the services based on the feedback of the residential. Most of the residents said that this company's waste management is not alert on trash by the roadside and late in take action especially in cleaning of night market places. A fast responses and fast action is preferable and can take residents intention to thank the services.

In order for them to compete well in the industry of waste management, they should come up with new ideas. For example, they should implement odor absorber to eliminate the smelly from the bins in front of their house. Here is the situation: The bins in front of their house is really smelly because of the trash especially trash like food waste, raw material waste, fluid waste that can put out of foul smell that can damage the air of the residents area. The residents absolutely want a product that can eliminate the foul smell instead of wash them. The residents also busy of working and not have time to wash it regularly and one more thing, several people will felt disgusting in cleaning it. In the conjunction, residents problem is arguably the most important thing for your business. To get decent and great customer service can overcome the problem.

These are some points of the complaints and feedbacks from the customers regarding the customer service of the company which is usually considered universally unacceptable:

- Unprofessional and impersonal interactions

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- Long waiting and response times
- Poor attention to detail

Poor service can lead to the company's reputation and ultimately affect the company. Hence, they should overcome this situation effectively.

There are some limitations that we faced during conducting this study. The residents have no choice in choosing their waste management in their residential, so they just accept it and keep complaining because they pay for the services.

5. CONCLUSION

As previously mentioned, Alam Flora is good in services, which means, it is good in waste management services in collecting rubbish area residents' house, but then it is not good in alerting a new problem in the residents, for example like night market. These point are the exact reason for change and make innovational revision of the current services.

To achieve a wider range of services, various steps of change are to be made with the aim to innovate the company product and dominate new markets.

This vision statement is attempted to make it a reality by implementing the idea of producing a smaller, odor absorber which is to eliminate the foul smell, so that the product will enter a whole different market in terms of families, hygienic person and many more taking it out into nature to enjoy fresh air wherever and whenever they need it.

Still some of these corrections, general changes and innovations have to be made under the assumption of a few confidential aspects, which the company did not reveal to us in time before the completion of this document.

6. RECOMMENDATION AND IMPROVEMENT

6.1 Customer service system

This problem will be solved if the company provides extra ways to connect with the customer. Currently, they have a “Contact Us” section and a Facebook page, but the problem is, they do not reply to customers once contacted. This is one of the major problems that they are facing nowadays and will affect them in the future. They can overcome this issue by hiring more customer service workers, increase their channel of networking like Whatsapp and other methods of telecommunication that can instantly reply to customers.

6.2 Product Innovation

In order to get access to the previously mentioned markets and target audiences it is of significant importance to implement new technological innovations which generate higher demand and more satisfied customers. These innovations include making the odor absorber, which is usually attached to the bins. This will be many benefits to the environment and also to the residents.

7. REFERENCES

<http://www.alamflora.com.my/index.html>(ALAM FLORA HOMEPAGE)

ACTIONLINE (2018). Time To bring an end to 'flying' rubbish nuisance. News Straits Times.
Retrieved from

<https://www.nst.com.my/actionline/2018/08/398110/time-bring-end-flying-rubbish-nuisance>

8. APPENDICES



