



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# COMPANY ANALYSIS

YETI Holdings, Inc

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCES

: BACHELOR IN SCIENCE HONS BIOLOGY (AS201)

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# **1.0 INTRODUCTION**

## **1.1 Background of The Study**

After countless research on what item that has potential to be upgraded and innovated to be used as my case study project. I come out with an idea to study about something that is trendy and very useful which is Thermos Bottle. As a coffee addict, I think Thermos Bottle is the most fascinating thing for me to study and explore the technology behind it. And I have a lot of ideas in my mind to improve the current thermos that I am using right now. Because we are living in a modern world and the pace is so rapid, so we need to upgrade the product to be more efficient and effective.

## **1.2 Problem Statement**

Thermos flask is an insulating storage vessel that greatly lengthens the time over which its contents remain hotter or cooler than the flask's surroundings. Invented by Sir James Dewar in 1892. The scientific secret to a thermos is a vacuum, means the absence of air. Instead of containing some kind of heating element to keep hot things hot, a thermos is designed to keep hot things hot by not allowing heat to escape.

Nowadays, the market of thermos flask manufacturing industry is expanding worldwide and the demand keep on rising as people starting to apply modern technology in their daily life to fit in this contemporary era. The problem starts to arise when customers begin to believe that thermos industry can serve something better parallel with developed technology used these days.

Typical thermos in the market has a lot of limitations and constraint such as, they have a short lifespan. Other than that, the thermos wall started to become rusty after year of used and the thermos are quite difficult to wash too. The most crucial problem is, they thermos only able to maintain the temperature of drinks only for 6 hours maximum, and the temperature starts to drop. This is common issue and complication faced by each thermos industry either famed or lowly company. Plus, there is no company that truly focuses on designing latest and trending product according to people's fashion today.

## 2.3 PRODUCTS AND SERVICES

Examples of product:

### RAMBLER 16 OZ STACKABLE PINT

Capacity: 500 mL

Dimension: 6 1/8" x 3 1/2"

Empty Weight: 12.1 oz or 300 g

Cold Retention: 12 hours

Hot Retention: 5 to 6 hours

Price: \$ 24.99

Warranty period: 5 year

Can be custom made according to your preference



Figure 12: Rambler 16 Oz Stackable Pint

### RAMBLER 20 OZ TUMBLER WITH MAGSLIDER LID

Capacity: 600 mL

Dimension: 6 7/8" x 3 1/2"

Empty Weight: 12.7 oz or 0.4 kg

Cold Retention: 12 hours

Hot Retention: 5 to 6 hours

Price: \$ 29.99

Warranty period: 5 year

Can be custom made according to your preference



Figure 13: Rambler 20 Oz Tumbler with MagSlider Lid