



Reckitt Benckiser

COMPANY ANALYSIS

RECKITT BENCKISER

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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PROJECT TITLE	: DETTOL HAND WASH
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ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful

All praises and thanks be to Allah, Lord of universe who gives the blessing and strength for me to complete this project. My humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance for me.

First and foremost, I would like to express my deepest appreciation to my lecturer, Dr. Nursyamilah Annuar for her guidance, understanding and patience. In truth, I could not have completed the assignment without the supervision and advices from my lecturer.

Special gratitude to MARA University of Technology for giving me the opportunities to learn more about entrepreneurship through this subject which is ENT 600. Through this case study, I managed to understand more on how an existing product need to be analysed and improvements need to be applied so that a better version of the product could be produced.

Last but not least, I also want to sincerely thank my family members, who had supported me with love, motivation, prayers and understanding throughout the process of finishing the case study.

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May God shower the above cited personalities with success and honor in their life.

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EXECUTIVE SUMMARY

This case study assignment was commissioned to examine Reckitt Benckiser's company on manufacturing and market their products. The company that I had chosen to investigate more details on is Dettol, a well-known brand of hand wash products. Hand wash has become an essential to prevent an individual from bacteria infection and other illnesses caused by viruses. Hand wash is a good choice due to its antibacterial properties and dermal tolerance. Hand wash has become an essential to prevent an individual from bacteria infection and other illnesses caused by viruses. Hand wash is a good choice due to its antibacterial properties and dermal tolerance.

Among of the problems that have arise between my products would be the production which lacks environmental considerations. Among of the factors is they require the use of non-renewable fossil fuels and oil to produce the plastic bottles. Next, hard to open packages and sticky labels where which could lead to an inconvenience for consumers to buy the product. Other than that, packaging are nonbiodegradable where mainly plastics cannot be broken down after not using it. After that, liquid are mainly made of chemicals which can cause irritations.

Among of the solutions would be the use of aluminium packaging as it can be recycled. Furthermore, using dissolvable products can help consumers ensure great experience using the products. Moreover, using glass bottles can also help the environment. Lastly, using natural ingredients can lessen the use of chemical products which could harm the skin of a person.

It is to be concluded that, using aluminium packaging with dissolvable protection and use natural ingredients can be in result of an improved and safe hand wash product. It will ensure the safety of our health and environmentally safe for us to use.

8.0 APPENDICES

Name of the company	Reckitt Benckiser (Malaysia) Sdn. Bhd.
Business address	103-105 Bath Road, Slough, Bershire, SL1 3UH. Registered in England & Wales, No 6270876
Category	Personal care brand
Tagline	Be 100% sure
Operation time	All time zone (according to headquarters)
Website	http://www.rb.com
Industry	Consumer goods
Products/service	Cleaning supplies, disinfectant and antiseptic
Date of registration	Founded: 1814
Founder	Issac Reckitt Johann Benckiser
Company size	40,000 employees

Table 1 : Information of company background