



# COMPANY ANALYSIS

MR.DIY

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

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## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b> .....	1
<b>TABLE OF CONTENT</b> .....	2
<b>LIST OF FIGURES</b> .....	3
<b>LIST OF TABLES</b> .....	3
<b>EXECUTIVE SUMMARY</b> .....	4
<b>1. INTRODUCTION</b> .....	5
1.1 Background of Study .....	5
1.2 Problem Statement.....	5
1.3 Purpose Of The Study .....	5
<b>2. COMPANY INFORMATION</b> .....	6
2.1 Background .....	6
2.2 Organizational Structure .....	6
2.3 Products/Services.....	7
2.4 Business, marketing, operational strategy .....	7
2.4.1 Business .....	7
2.4.2 Marketing Strategy .....	7
2.4.3 Operational Strategy .....	8
<b>3. COMPANY ANALYSIS</b> .....	9
3.1 SWOT.....	9
<b>4. FINDINGS AND DISCUSSION</b> .....	10
4.1 Findings .....	10
4.1.1 Fragrances can trigger allergies .....	10
4.1.2 Harmful ingredients in the solution.....	10
4.1.3 Sodium Laureth Sulfate (SLES) as foaming agent.....	10
4.1.4 Plastic packaging.....	11
4.1.5 Not eco-friendly as it contains palm oil .....	11
4.2 Discussion .....	11
<b>5. RECOMMENDATION AND IMPROVEMENT</b> .....	13
<b>6. CONCLUSION</b> .....	14
<b>7. REFERENCES</b> .....	14
<b>8. APPENDICES</b> .....	16

## EXECUTIVE SUMMARY

This case study provides the analysis of a business product. The company that would be mainly focused on is MR.DIY and the existing problems of their Premium Hydra-Active Antibacterial Handwash will be discussed. Keeping hands clean through improved hand hygiene is very important to avoid diseases. In more than a decade, the popularity of liquid handwashes has risen in different industries. Many companies have taken measures to spread awareness about hand hygiene, including MR.DIY. Their Premium Hydra-Active Antibacterial Handwash can be obtained at very affordable price and has moisturizing effects with Aloe Vera. However, there are some problems to be improved as a good handwash.

One of the identified problems is it contains fragrances that can trigger allergies when the product is applied to the skin. Next, harmful ingredients such as Triclosan and Parabens. Triclosan can result in endocrine and the disposal of it through our pipes and drains is affecting the quality of our water, meanwhile Parabens have hormone-disrupting effects and have been linked to breast tumors. Then, Sodium Laureth Sulfate (SLES) as foaming agent which leads to organ system toxicity. Furthermore, the usage of plastic packaging can also cause pollution in the environment as the decay of this material is not easy. Last but not least, it is not eco-friendly with the content of palm oil that is associated to mass deforestation and serious violations of human rights. In summary, it is recommended to use biodegradable materials for the handwash packaging, some suggested organic ingredients and safer chemicals for the solution to make a great impact not only to the society, but also to the earth.

## 1. INTRODUCTION

### 1.1 Background of Study

To avoid getting sick and spreading germs to others, washing hands frequently is an essential aspect of cleanliness and hygiene regimen. The majority of common diseases, including the recent pandemic of COVID-19 coronavirus, have spread through touching infected hands on face and other areas of body. In the past, diseases such as Swine flu have also spread through contact and droplets. This is a result of neglecting personal hygiene, where washing hands with soap and clean running water is one of the crucial aspects.

In more than a decade, the popularity of liquid handwashes has risen in different industries but healthcare & hospitality relies heavily on these due to personal hygiene that is mandatory due to the sensitive nature of these sectors. They are now firmly resident in kitchens and bathrooms across the country. And for good cause, they are less resistant than bar soap to bacterial growth and are therefore less dirty. However, handwash contains a wide range of chemicals which are harmful to the consumers and environment.

In order to spread awareness about hand hygiene, many companies have taken measures. For example, the famous handwash brands such as Lifebuoy and Dettol. The Malaysia's largest home improvement retailer, MR.DIY also manufactures antibacterial handwash. They have expanded its distribution to more than 750 stores throughout Asia-Pacific.

### 1.2 Problem Statement

Handwash is one of the products produced by MR.DIY. According to customer feedbacks, some people find them drying on the skin and experience skin irritation after using them due to some harmful ingredients such as Triclosan and SLES. The plastic material that is used for packaging also can be harmful for nature as it is not biodegradable. Other factors to be taken into consideration include the practical considerations such as availability, convenience and ability to prevent contamination. Reducing the identified problems is critical to improving customer satisfaction and a better environment.

### 1.3 Purpose Of The Study

The purpose of this study is to determine the best characteristics of a good handwash that is safe to all types of consumers and environment. It also focuses on the contribution of qualitative approaches to hygiene product improvement and discusses some theories, processes and multiple data sources using the example of a recent study on the effectiveness