



COMPANY ANALYSIS

Watsons

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

STUDENT NAME : SARAH AMALIN BINTI ASFANI
STUDENT ID : 2020960925
PROGRAMME : AS222
GROUP : RAS222_2B
LECTURER'S NAME : DR NURSHAMILAH ANNUAR

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EXECUTIVE SUMMARY

Generally, a case study was assigned for students to study the method of analysis and design specific research for examining a problem regarding to company or products. In this case study, the steps of analysing, applying knowledge, reasoning, and drawing conclusions are the important elements to be analysed for the product chosen.

Earlier this year, the world was shocked by the news from the World Health Organization (WHO) has declared the outbreak of a new disease which is Novel Coronavirus which is commonly known as COVID-19. Unfortunately, this outbreak kept spreading at an alarming rate whereby the number of cases reported kept increasing daily. Hence, a number of precautions steps have been recommended by the World Health Organization (WHO) to reduce the chances of being infected or spreading COVID-19 viruses in the absence of a vaccine which is by clean our hands regularly with hand wash (Organization, 2020). This is because most viruses and germs can be spread easily by not washing hands with soap and clean under running water. After all, viruses and germs from unwashed hands can be transferred to other objects and then transferred to the others as people also frequently touch parts of their faces without realizing it (Prevention, 2020) and that is why washing our hands with hand wash is very important. Thus, this has become the reason why I had chosen hand wash from Watsons as the product for my case study.

According to the brand index (refer to appendix 1), hand wash from Watsons was ranked first in 2018 (Index, 2008). This is because Watsons' hand wash can be purchased easily at their physical or online store at a very cheap price compared to other brands. However, there are few lacking elements regarding the product that has been identified which are the packaging design of the product that is quite unattractive along with the packaging bottle that make it quite difficult to bring it during travel as it might spill or leak. In addition, the labelling of the product is quite inefficient since it is not detailed and the fonts are too small for people to read the information regarding the product. Furthermore, the ingredients in Watsons hand wash that lack the antibacterial agent. Lastly, some ingredients in Watsons' hand wash might not suitable for all range of age, especially for kids. Therefore, few solutions and recommendations had been suggested to overcome these problems. In conclusion, Watsons should done some improvements to their hand wash so they can fulfil their customer satisfaction regarding this product.

PRODUCTS	DESCRIPTION
<p>Cosmetics</p> 	<ul style="list-style-type: none"> • Lips • Eye makeup • Face makeup • Nails
<p>Skincare</p> 	<ul style="list-style-type: none"> • Cleanse • Moisturize • Treat • Masks • Sunscreen and sun protection
<p>Hair care</p> 	<ul style="list-style-type: none"> • Shampoo and conditioner • Treatment • Styling and tools
<p>Personal care</p> 	<ul style="list-style-type: none"> • Baby care • Body and hand <ul style="list-style-type: none"> - Watsons scented gel hand wash - Watsons scented cream hand wash • Paper good/cotton • Oral care • Sanitary protection
<p>Health care</p> 	<ul style="list-style-type: none"> • Health and lifestyle • Beauty • Vitamin and minerals • Sport nutrient

Table 2: Products in Watsons Malaysia