



COMPANY ANALYSIS

HYDRO FLASK

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCES / BACHELOR OF
SCIENCE (HONOURS) BIOLOGY (AS201)

SEMESTER : RAS2016B

PROJECT TITLE : HYDRO FLASK

NAME : KHAIRUL NISAK BINTI AZMI (2017116489)

LECTURER : DR. NOR SYAMILAH BINTI ANNUAR

ACKNOWLEDGEMENT

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

All praise and thanks be to Allah, Lord of the universe who gives the blessing and strength to complete this project. I would like to take this opportunity to express our sincere gratitude to my lecturer, Dr. Norsyamillah binti Annuar for her guidance, advice and continuous encouragement and support in completing this project ENT 600. She has always impressed me with her outstanding professional conduct.

I would like to extend my deepest gratitude and special thanks to all whom directly and indirectly helping me in this new norm during this Covid – 19 pandemic outbreaks. I acknowledge my deepest sense of gratitude to my loving parents, Kamasnah binti Long and Azmi bin Che Doi, and family for being constant source of inspirational and motivation. I express my deepest appreciate to all my friends and my classmates especially my group members for continues encouragement are greatly appreciated.

TABLE OF CONTENT

PAGE

1. INTRODUCTION

- 1.1 Background Of The Study
- 1.2 Problem Statement
- 1.3 Purpose Of The Study

2. COMPANY INFORMATION

- 2.1 Background
- 2.2 Organizational Structure
- 2.3 Products/Services
- 2.4 Business, marketing, operational strategy

3. COMPANY ANALYSIS

- 3.1 SWOT

4. FINDINGS AND DISCUSSION

- 4.1 Findings
- 4.2 Discussion

5. RECOMMENDATION AND IMPROVEMENT

6. CONCLUSION

7. REFERENCES

8. APPENDICES

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Cawangan Perlis, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the same product that I want to develop, which is Hydro Flask Company currently based in Switzerland. In the first part of the project report, the general information of the company has been collected. Information is gathered through the Hydro Flask homepage and its annual report respectively. 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 Hydro Flask provides. Next, is about the Hydro Flask marketing, business and its operational strategy used by the company to promote their products which we find quite interesting. In this case study, we analyse the strength, weakness, opportunities and threats of the company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analyse and find the solution to overcome and to fulfil their needs and making it as our innovation to be continued in new Product Development task.

2.3 Products/Services

Products of Hydro Flask have great temperature retention due to its TempShield™ technology. In addition, the standard lid of Hydro Flask bottle has honeycomb structures which help for better insulation and it is 100% leak-proof. The product range as shown in Table 2.3 where a wide variety of sizes are available, from a 12-ounce kids’ bottle to a 64-ounce jug. The Hydro Flask bottles comes in 14 different colours of choices which all of them being coated with powder-coat paint such as tangelo, raspberry, sage, pacific, cobalt, kiwi and citron. According to the Hydro Flask official website, the number of colours, lids, body sizes, and bottle boots offered can create over 183,456 unique combinations as refer to figure 2.3 in appendix. Here, customers can customized their own personalized bottle out of 11 sizes, three lids and 14 colours.

Products line	Types
Bottles	Wide mouth, Standard mouth, Kids and Trails Series
Tumblers	Tumblers
Accessories	Caps-and-Lids, Brush, Slings and Boots
Coffee	Coffee Mugs and Coffee W/ Flex Sip
Beer	Growlers and Cooler Cup
Wine	Tumblers and Bottles
Coolers	Pack and Tote
Food	Insulated Tote, Food Flask, Lunch Boxes and Food Jars
Others	Large capacity, Spirits, Hydration Packs and Apparel (shirts, hoodies and hats)

Table 2.3 Product range of Hydro Flask