



COMPANY ANALYSIS

NEWELL BRANDS INC.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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

SEMESTER : 3

PROJECT TITLE : HOUSEHOLD WASTE BIN

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I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. I am very much thankful to my sisters and brother for their love, understanding, prayers and continue support to complete this case study. My Special thanks goes to my friends that have helped me a lot in order to complete this case study.

EXECUTIVE SUMMARY

I have choose Newell Brands as a company analysis in this case study. Newell Brands is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Mapa®, Spontex® and Yankee Candle®. Newell Brands is committed to brightening and enhancing the lives of consumers around the world with planet friendly, innovative and attractive products that create joyous moments and provide peace of mind.

This Rubbermaid is a manufacturer of innovative, solution-based products for commercial and institutional markets worldwide. I had choose household waste bin as a product that I will do improvement. This is because I think the design of the waste bin that produced by this company is a typical waste bin that does not has an efficient and effective using in manage the domestics waste. I started this case study by doing some research about problems that occur in the waste bin. Then, I identify and evaluate the alternatives to solve those problems. Based on the alternatives, I choose the best solution to implement in the product. In identify and evaluate the alternatives, I include the technology as one of the aspects that I should do something for the product. I come out with a remote control as a technology to improve the waste bin. This is because a typical waste bin does not make a hygiene as a main aspect in designing a waste bin. If we does not care about the cleanliness of the waste bin, it will give effect to us such as a contamination that will affect our health and it will make the surrounding of the waste bin look dirty and emits unpleasant odor that will annoying our life.

So, I hope that my solutions can be a great improvement in making an efficient and effective product that will make our daily life easier and we will enjoy to make the daily life smoothly without having to deal with any problems that occur.



Product	Specifications
	<p>VENTED SLIM JIM® 23 GAL GRAY</p> <ul style="list-style-type: none"> • Product Length: 22.00 in • Product Width: 11.00 in • Product Height: 30.00 in • Product Weight: 7.80 lb • Capacity: 23 gal • Colour: Grey • Material Type: Resin
	<p>VENTED BRUTE® 32 GAL GRAY</p> <ul style="list-style-type: none"> • Product Length: 25.98 in • Product Width: 21.92 in • Product Height: 27.25 in • Product Weight: 49.50 lb • Capacity: 32 gal • Colour: Grey • Material Type: Resin
	<p>WASTEBASKET MEDIUM 28 QT BLACK</p> <ul style="list-style-type: none"> • Product Length: 14.50 in • Product Width: 10.50 in • Product Height: 15.00 in • Product Weight: 1.60 lb • Capacity: 28 qt • Colour : Black • Material Type: Resin

Table 1 List of waste bin produced by Rubbermaid®.