



اَوْنِفُورِيسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
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MARA

NOZOMI
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COMPANY ANALYSIS

NOZOMI MARKETING SDN.BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE

PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY

SEMESTER : 5

PROJECT TITLE: DISPOSAL SANITARY DUST BIN

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EXECUTIVE SUMMARY

NOZOMI Marketing SDN. BHD is local company which currently based in Wilayah Persekutuan, MALAYSIA that is focusing on the hygiene product which is one of it is sanitary disposal dust bin. In this business review, the emphasis is on the sanitary disposal dust bin provided by the production of NOZOMI to be examined, identified and evaluated along with their current problems and solutions.

The first problem towards their product is the process of disposing of pads into the bin is unhygienic. As we know that the sanity disposal dustbin commonly has dual operation mode which are by hand free stepping pedal or knob on lid for customer prefers hand operation. This feature is not really recommended due to not only one person that will going to be used the sanity disposal dust bin. When using hand to knob the lid, the germs can move from the lid to the hand. Next, the lid sometimes not fully covered due to excessive waste disposals and unhygienic disposals may also attract pests such as flies, cockroaches and rodents to your premises. Then, even if these bins are emptied daily and cleaned periodically, they still pose a significant threat to our health if they are not sanitised and disinfected by a professional system. Due to the proximity of these bins with the toilet, they are exposed to germs floating in the air after we flush, which contains bacteria such as Hepatitis A and C, Salmonella and E.coli . Lastly, the research is about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management

Over and above, there are a few solutions to the core problems of innovation, Research and Development (R&D) and alter the system of their sanitary disposal dustbin with automatic sensor dust bin, integral antimicrobial technology and automatically wrapped the plastic when menstrual waste disposal full. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an

NOZOMI MARKETING SDN. BHD. Feminine hygiene:



Model	: AZ 1800
Colours Available	: White, Grey, Blue
Product Size	: 179(L) x 326(W) x 560(H)
Capacity	: 18 Litre
Material	: PP
Product Dimensions	: 185(L) x 330(W) x 608(H)

Figure 2.3.1 Sanitary bin



Model	: SL1800
Colour Availability	: Blue
Material	: PP
Capacity	: 18 Litre
Product Dimensions	: 177(L) x 355(W) x 559(H)
Size of Fragrance Compartment	: 80(L) x 65(W) x 35(H)

Figure 2.3.2 Sanitary bin