



اَوْنِفُورْسِيْتِي تِي كِنُولُوكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS ORAL B

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

**FACULTY : FACULTY OF COMPUTER SCIENCE AND
MATHEMATICS**

**PROGRAMME : Bachelor of Science (Hons) Management
Mathematics**

SEMESTER : 6

NAME : MUHAMMAD FARHAN BIN MD ISMAIL

STUDENT ID : 2018254344

GROUP : RAS2457B

LECTURER : DR. FARAH LINA BINTI AZIZAN

TABLE OF CONTENT

	PAGE
TABLE OF CONTENT	
Error! Bookmark not defined.	
ACKNOWLEDGEMENT	
Error! Bookmark not defined.	
LIST OF FIGURES	
Error! Bookmark not defined.	
LIST OF TABLE	5
EXECUTIVE SUMMARY	
Error! Bookmark not defined.	
1.0 INTRODUCTION	
1.1 Background of Study	7
1.2 Problem Statement	7
1.3 Purpose of Study	8
2.0 COMPANY INFORMATION	
2.1 Background	9
2.2 Organizational Structure	10
2.3 Products / Services	10-13
2.4 Business, marketing, operational strategy	14-15
3.0 COMPANY ANALYSIS	
3.1 SWOT	16-18
4.0 FINDINGS AND DISCUSSION	
4.1 Findings	19-20
4.2 Discussion	20-21
5.0 RECOMMENDATION AND IMPROVEMENT	21
6.0 CONCLUSION	21
7.0 REFERENCES	22
8.0 APPENDICES	22-24

ACKNOWLEDGEMENT

First and above all, praises to the Almighty God for showering his blessings on me during my case study research, allowing me to successfully complete this job.

I'd like to express my heartfelt appreciation to Dr. Farah Lina Azizan, ENT600 lecturer, for her support and supervision during this project. She is always willing to provide advice and assistance if I get into difficulties with this undertaking.

Last but not least, I'd like to express my gratitude to all of my classmates for their help with this assignment. Finally, I'd like to express my gratitude to everyone who has helped me complete this task, both directly and indirectly.

EXECUTIVE SUMMARY

This case study project is one of the essential assignments for the Technology Entrepreneurship (ENT600) Course, which aims to teach students how to be entrepreneurs who use technology in their businesses and how to operate their businesses. As a result, Oral B was selected as the company for this case study.

Oral B aspires to be the most famous tooth brush in the world. It also had a demand for tooth brushes in Malaysia. As a result, a concise outline of the company's facts and goods is created based on internet analysis. In addition, this report provides a detailed overview of the company's sales, marketing, and operational strategies.

Finally, the company's SWOT analysis, which included strengths, weaknesses, opportunities, and threats, is covered. The company's challenge is outlined in the swot analysis, and recommendations for improving and solving the issues are suggested.

2.2 Organizational structure

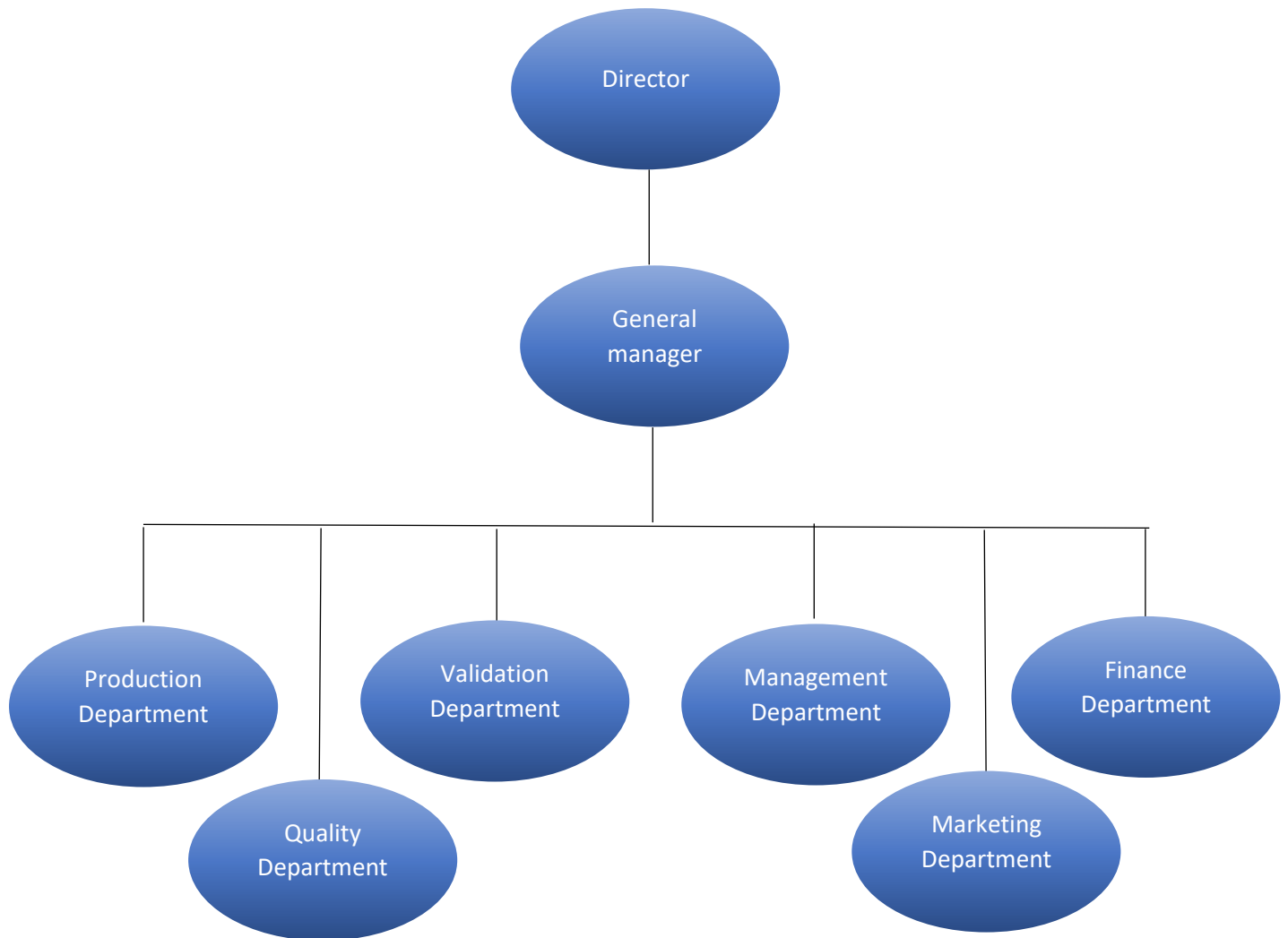


Figure 1 Organizational Structure of Oral B Company

2.3 Product/Services

The ADA Seal-accepted Oral-B Oscillating-Rotating-Pulsating Electric Rechargeable Toothbrushes are the first to achieve this designation. Round brush heads inspired by Oral-B dental professionals clean easier and help transform the wellbeing of the patients' gums. Oral-B Electric Toothbrushes offer a variety of