



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

THE CLOROX COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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NAME : NUR FATIN NAJIHAH BINTI ABDUL YAMI

STUDENT ID : 2019893484

LECTURER : DR. FARAH LINA AZIZAN

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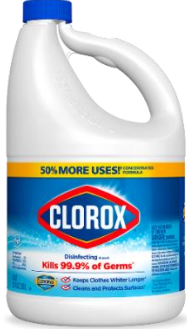

EXECUTIVE SUMMARY

Clorox Company is a company that focusing on cleaning agent products. In this study, I was given an opportunity to do analysis on this company that manufactured the same product that I interested to develop. Even though this company have many types of product, I would like to focusing on bleach product by their company. The product that I want to develop is Bleach Laundry Ball which made of chemical that safe to use on colour fabric and using water soluble plastics as it packaging.

Besides that, I have done the analysis on Clorox Company in order to determine their strength, weakness, opportunities also threats. Based on SWOT analysis, there are two major weaknesses which are their bleach cannot be used for colour fabric and increase the solid waste as they used of plastics bottles. These disadvantages give me idea to produce new product to overcome these issues. I propose the use of sodium percarbonate as it not strong as old chemical. Also, change the packaging to water-soluble plastics made this product more biodegradable, user-friendly as it in the ball shape and most important reduce the solid waste. If they are successful to produce this product, it would be a one-of-a-kind product in comparison to other companies.

2.3 Products

Clorox have variety of products which can classify into 7 types. In every type, they consist more than 10 products. Here are some examples of every type of products.

Type of products	Name of product	Description
1. Cleaning and disinfecting	 <p>Clorox® Disinfecting Wipes</p>	<ul style="list-style-type: none"> • Kills COVID-19 Virus* • Kills 99.9% of viruses† and bacteria • Kills Staph, <i>E. coli</i>, Salmonella, Strep • Prevents bacteria‡ growth for up to 24 hours
	 <p>Clorox® Disinfecting Bleach with CLOROMAX®</p>	<ul style="list-style-type: none"> • Disinfects to kill 99.9% of germs and bacteria, including the COVID-19 virus* • CLOROMAX® technology keeps clothes whiter longer‡, cleans and protects surfaces‡ so stains won't stick and cleanup is easier
1. Bathroom	 <p>Clorox® Urine Remover</p>	<ul style="list-style-type: none"> • Works on hard and soft surfaces including toilets, grout, mattresses and carpets