



COMPANY ANALYSIS

SYNGENTA GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCES
BACHELOR OF SCIENCE (HONS) APPLIED
CHEMISTRY

SEMESTER : FIVE (5)

PROJECT TITLE : PRODUCTION OF PESTICIDES FROM NEEM
LEAVES

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Najiha Binti Mat Razaman

EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a 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 The Syngenta Group that also manufacture pesticides, currently based in Basel, Switzerland.

In the first part of the project report, I am able to collect general information of the company such as the background of the company, technology used and different kind of pesticides that the company manufactured.

In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

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Jürg Witmer	1948	Swiss	Non-executive Director and Lead Independent Director Chairperson of the Committee of Independent Directors and Member of the Compensation Committee	2006
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TABLE 2.1 The Board of Directors of Syngenta

2.3 Products / Services

2.3.1 Current

The Syngenta Group is one of the world's largest suppliers of crop protection products (including herbicides, fungicides, and insecticides), seeds (including rice and corn), and related products. Syngenta also produces biofuels, such as biodiesel.

The company is thus following the political strategy of many countries to reduce their dependence on oil imports from other countries. In 2011, it announced the corn trait Enogen to substantially reduce the consumption of water and energy versus conventional corn. Several ethanol producers plan to process such improved corn. For example, Syngenta has signed a commercial agreement with Three Rivers Energy of Coshocton, Ohio, U.S. to use grain featuring Enogen trait technology following the 2014 corn harvest.

In 2007, Queensland University in Australia contracted with Syngenta to research different inputs for biofuels as a renewable energy source.

The Syngenta Group also provides digital services to farmers. One example is the "AgriClimate" platform, which calculates weather guarantees for farmers to assess and hedge harvest risks. Syngenta Group products and services are designed to help make crops more efficient, preserve biodiversity, and combat the effects of climate change.