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## COMPANY ANALYSIS

### NESTLE' PURINA PETCARE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY	: FACULTY OF APPLIED SCIENCES
PROGRAMME	: BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY
SEMESTER	: 5
GROUP	: AS245 5C
PROJECT TITLE	: ANIMAL'S FOOD FROM PALM WASTE
NAME	: NUR IZZATI BINTI MOHD RIZAL
STUDENT ID	: 2019630718
LECTURER:	: DR. FARAH LINA AZIZAN

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## **ACKNOWLEDGMENT**

First and foremost, praises and thanks to the Allah S.W.T, the Almighty, for His showers of blessings throughout my case study work to complete this study successfully.

I would like to express my deep and sincere gratitude to our lecturer in Technology Entrepreneurship (ENT 600), Dr Farah Lina Azizan for giving me the opportunity to do this case study and providing invaluable guidance throughout this case study. I would not be able to finish this case study without her invaluable professional assistance and advice. Her ability to devote so much of her time to assisting us in completing this case study should be commended.

Finally, I'd like to express my gratitude to my family and friends for their help, love, caring motivation, helpful suggestions, and unwavering help in the completion of this case study, as well as guidance in the compilation and planning from the beginning to the end. My heartfelt thanks.

## EXECUTIVE SUMMARY

Nestle' Purina Petcare is a company which produces and markets pet food, treats and cat litter. In this company analysis, it is focusing on the food that is produced by the Nestle' Purina Petcare manufacturing to be enhance and improve the quality of food animals to help pets live longer, happier and healthier lives through proper nutrition and care. This analysis also to be analyzed, recognized, and analysed, as well as their current problems, and solutions to be developed.

In the first section of the case study, I was able to gather general information about the company, such as the company's history, their technology innovation, and the various types of products that the company produced. Then through the SWOT analysis, I able to identify the strength, weakness, opportunities and threats of this company and identify a better technology system approach that can be introduced in the business to address the company's current issues.



The first problem regarding their product is a no specific foods for animals that have allergies eventhough this company good at innovating their products. Especially cats, cats are commonly affected by allergies. Secondly, this company's factories are also a major contributing factor to water pollution and environment pollution across the globe. The illegal dumping of contaminated water, gases, chemicals, heavy metals or radioactive materials into major waterways causes damage to marine life and the environment as a whole.

It apart from this one, there are a few solutions to the problems, the most important of which is to innovate, Research and Development and added their products with a new alternatives using palm oil waste. Palm oil is obtained from the fruit of the oil palm tree. Palm oil is used for preventing vitamin A deficiency, help to reduce allergies and cyanide poisoning. Oil palm waste also helps in reducing the problem of environmental pollution. All of these solutions are thought to help Nestle' Purina Care produce high-quality products for their customers, allowing them to continue to expand, improve, and achieve more in the future.

## 2.3 Products / Service

Nestlé Purina Petcare provides a range of industry-leading pet food, snacks and cat litter products based upon deep expertise in pet nutrition and health. Brands and products range from complete & balanced nutritional offerings to more specific health solutions that deliver benefits such as early development, digestive health, weight management, and senior cognition.

Table 2.1 Product / Service Provided by Nestlé Purina Petcare

Type of Products / Service	Classification of Products / Service	Description
	Dry Cat Food	Dry cat food is a popular choice among cat owners for many reasons. Cats can graze on dry kibble all day, plus it helps keep teeth clean. All their dry cat food brands are complete and balanced to give cats the nutrition they need.
	Wet Cat Food	Wet cat food will give more water in a cat's diet than through dry food alone and the high protein will support their lean muscles. It provides complete nutrition and some cats love the variety of food.