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UNIVERSITI
TEKNOLOGI
MARA

JEJE

COMPANY ANALYSIS

JEJE MANUFACTURING (M) SDN BHD

CASE STUDY

TECHNOLOGY ENTREPRENEURSHIP (ENT 600)

PLA-BIODEGRADABLE WATER BOTTLE

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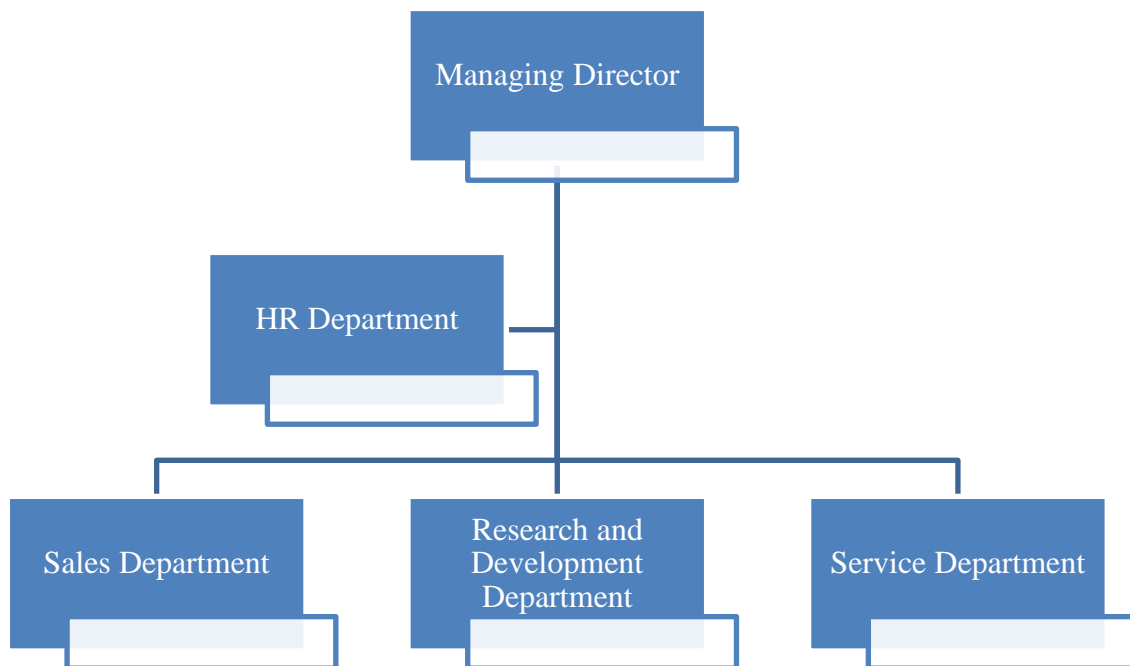
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EXECUTIVE SUMMARY

JEJE Manufacturing is one of local plastic manufacturer that focusing in manufacture plastic bottle commercially. In this company analysis, the product that be analyse is PET water bottle that is produced by the JEJE company in order to identify the quality, marketability and imperfection of the product. Each problems faced by the company is come out with solution to improve and enhance the quality the water bottle product. The main problem of PET is non-biodegradable product that cause pollution to environment due to degradation process takes much time. It also produces endocrine disruptor, a chemical that affect the endocrine system and can cause cancer, developmental disorder, brain development problems and learning abilities. Due to the circumstances of PET plastic bottle, a solution need be adopted to make it more convince for consumption. The best one is produce the water bottle from biodegradable material which is polylactic acid (PLA). The material used is a renewable source that comes from plant. It can be degrade naturally in environment without releasing toxic materials that can be harmful.

2.2 Organizational structure



2.3 Product/Service

The JEJE company produce only PET bottle with different design and function of manufacturing. There are several types of PET bottle provided by JEJE such as ready to drink bottle, cordial bottle, hot fill bottle, CSD bottle, pharmaceutical bottle, sauce bottle, oil bottle and also for pharmaceutical. This kind of bottle will be distributed to particular industries.