



اَوْنُوْرُسِيْتِيْ بَاتِيْكُوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

The Procter & Gamble Corp. (P&G)

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**NAME** : NUR AIEN BINTI MUHAMAD  
**PROJECT TITLE** : PUBLIC SANITIZERS  
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**SEMESTER** : 5  
**LECTURER** : DR FARAH LINA BINTI AZIZAN

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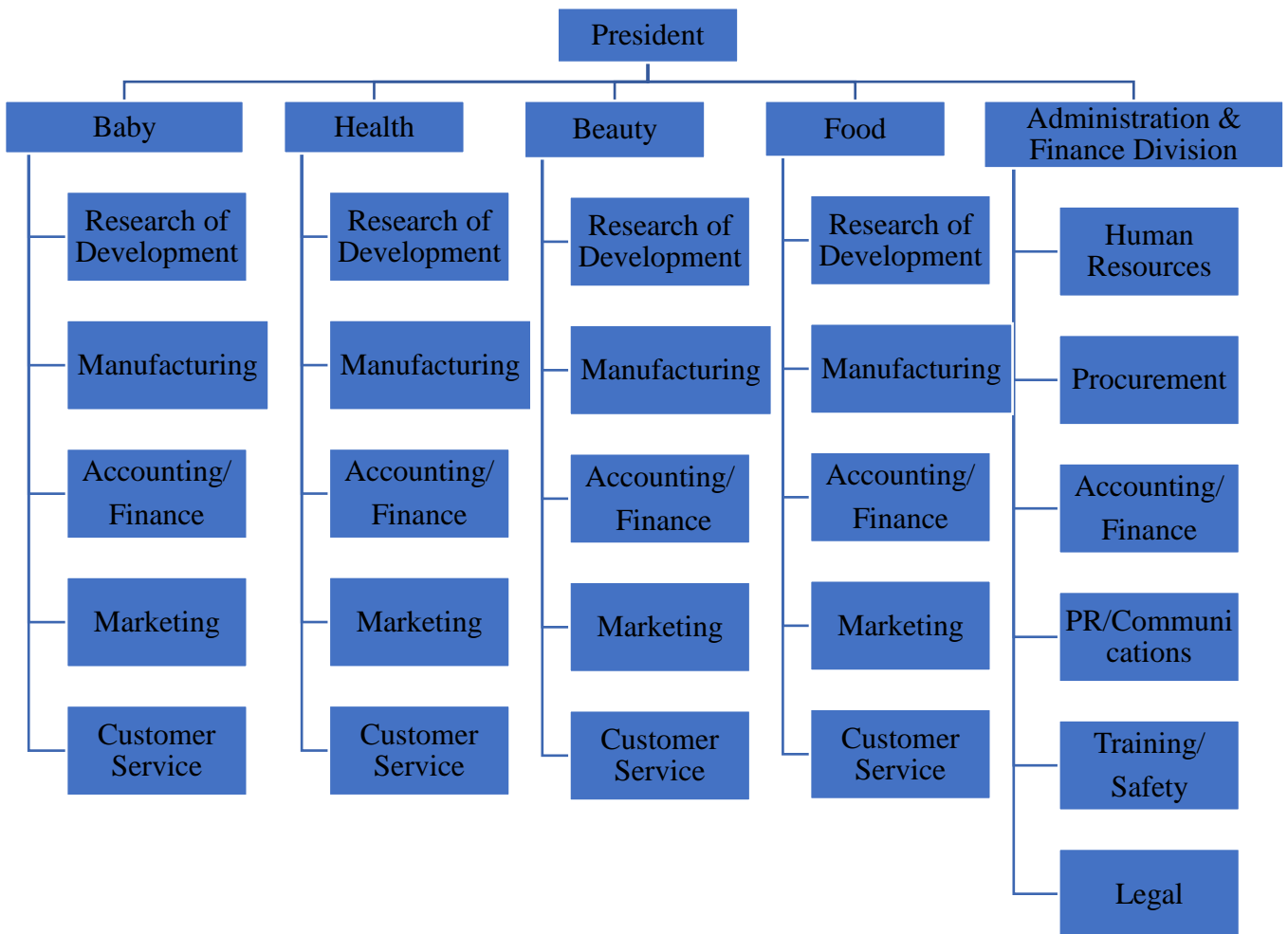
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## **EXECUTIVE SUMMARY**

This project is one of the efforts where it can be applied in the current situation of the Covid-19 Pandemic. As is well known, the covid-19 pandemic has had many effects especially on the public. So, as an UiTM Arau student, this is a study for everyone undergoing a case study project. For this case study, I have had the opportunity to develop and produce a product based on the research of Procter and Gamble Corp. (P&G), one of the companies from the United States.

Ambi Pur is one of the products under the P&G brand. in addition, it is also one of the products of car fragrance, interior as well as air freshener. Therefore, this product is widely used by consumers due to its function as well as this product comes from a very famous brand. however, now is the time for the Covid-19 pandemic to occur. it has little effect on sales. In addition, this pandemic also affects the general public. The public is advised to adopt standard operation procedure (SOP) as well as make life in New Norm. It indirectly gives problems to the public especially those who have to work outside. Therefore, Ambi Pur can be used as one of the products to help the public who work outside, who are in crowded places and who need to use public transport. With the addition of harmless chemicals, it can indirectly help the public in disinfecting as well as preventing Covid-19 Virus infection. But before that, a SWOT analysis was conducted to look at the findings from consumers about the company. The search results also found that there are some weaknesses in Ambi Pur products produced by the company. the results obtained are based on the use of chemicals, high prices and competition between other brands. Therefore, the proposal to enable this product to overcome the problem is to produce "Public Sanitizers" which are products that indirectly disinfect germs and viruses that allow the public and public transport users to perform daily activities normally without hesitation. Finally, this product can help the public as well as the public sector in our country.

## 2.2 ORGANIZATIONAL STRUCTURE



## 2.3 PRODUCT/SERVICES

### 1) Baby care (Baby Diapers)

Product name	Product image
All Good	