



اَوْبَقْرَسِيْتِي تِيَكُو لَوِيْكَنْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

RECKITT BENCKISER GROUP PLC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCES

BACHELOR OF APPLIED CHEMISTRY (HONS)

SEMESTER: 5

PROJECT TITLE: NATURAL ANTI-BACTERIAL SOAP SHEET

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TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v

ACKNOWLEDGEMENT

In the name of Allah S.W.T, The Most Gracious, The Merciful. Alhamdulillah, I am grateful to Almighty Allah S.W.T for giving the strength to complete the research of this case study successfully.

First of all, I would like to express my special thanks of gratitude to my lecturer Dr Farah Lina Azizan who gave me the golden opportunity to do this wonderful project on the topic **Company Analysis on Dettol**, which also helped me in doing a lot of research to ensure that I can come up with a variety of ideas throughout my journey to complete this case study. I am very thankful to have a lecturer that willingly to sacrifice time and always help me regardless of situation.

Lastly, I also would like to thank my friends for the cooperation, encouragement, constructive suggestion and full of support for project completion, guidance in the compilation and preparation from the beginning until the end of the report. This study had been completed with hard work despite a few problems. The pandemic Covid-19 outbreak led to restriction movement order by the government that occurred during the completion of this project.

EXECUTIVE SUMMARY

In this ENT600 case study, I was given an opportunity to conduct a study on a company in which manufactured a product related to my product of interest that I wanted to develop. In this case is **Dettol** which is manufactured by **Reckitt Benckiser Group Plc**. So, the product that I want to develop in this study is the Natural Anti-Bacterial Soap Sheet which is made from natural ingredient from plant extract that can act similarly as an antiseptic like Dettol soap.

In order to develop the product, I have conducted the SWOT analysis on the company to determine their Strength, Weakness, Opportunities and Threats. Based on the SWOT analysis, I can point out the weaknesses and the disadvantages of the Dettol antibacterial soap which is consists of two major problem. The Dettol product formulation can cause burning sensation to the users skin since it contain toxic chemical called Chloroxylenol. Also, most of the Dettol product are in form of soap bar and if liquid, is stored in plastic container which is less portable. The findings give me the clear vision to came up with proper idea, in order to solve the problem. In this case, I recommend replacing the use of chloroxylenol with the natural chemical contain antiseptic property extracted from the plant. Also, the physical form of soap will be converted into paper-like substances by using water soluble paper which is eco-friendly. This improvement of the product can make the user to feel safe while using the produc

2.3 Product/Services

Reckitt Benckiser offer variety of product from health, hygiene to nutrition product. It unrivalled range provides health, hygiene and nutrition for people in 200 countries around the world. Each of their products is a leader in its category helping protect, heal and nurture people. Reckitt's brands include:-

- 1) the antiseptic brand **Dettol**,



Figure 2 : Dettol Soap

- 2) the analgesic Disprin the sore throat medicine **Strepsils**,



Figure 3 : Strepsils Lozenge

- 3) the hair removal brand **Veet**,



Figure 4 : Veet hair removal cream