



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### REECE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY	
FACULTY & PROGRAMME	FACULTY SCIENCE COMPUTER AND MATHEMATICS
SEMESTER	5
PROJECT TITLE	SMART IRRIGATION AND WATERING SYSTEM PRODUCT
NAME	MUHAMMAD AIMAN BIN SAIPULLAH
LECTURER	DR. NURSYAMILAH ANNUAR

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## **TABLE OF CONTENT**

<b>CONTENT</b>	<b>PAGE</b>
TITLE PAGE	I
ACKNOWLEDGEMENT	II
LIST OF FIGURES	III
LIST OF TABLE	VI
EXECUTIVE SUMMARY	V
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	1
<b>2. COMPANY INFORMATION</b>	2
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4
2.4 Technology	6
2.5 Business, marketing, operational strategy	8
<b>3. COMPANY ANALYSIS</b>	10
3.1 SWOT	10
<b>4. FINDINGS AND DISCUSSION</b>	11
4.1 Findings	11
4.2 Discussion	12
<b>5. RECOMMENDATION AND IMPROVEMENT</b>	13
<b>6. CONCLUSION</b>	14
<b>7. REFERENCES</b>	15

## **EXECUTIVE SUMMARY**

This case study was made to investigate the company and the product that has been made to upgrade it to multi-purpose. It is a part of study for UITM student to undergo a case study project and get an opportunity to know which product that manufactured that can develop for improvement. The company that been choose is Reece company that based in Australia.

The Reece company has found drastically increasing the amount of water conservation that occurs across households daily. By reducing water consumption and using a more efficient model uses less energy to treat, pump and heat the water, therefore reducing the amount of greenhouse gas emissions as well. This will further preserve the environment and tackle the demanding issue of climate change.

In this report contains specialized subject study. Aim of this project is to study background, organizational structure, products and services that Reece company provides. After that, about the technology that been made and used in their products and how they promote and market it that are quiet interesting.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis, making it as our innovation to be continued in new Product Development task that can save the water.

## 2.3 Products and Services

### 2.2.1 Reece Services

- Air Conditioners
- Irrigation And Watering Systems
- Cleaning
- Pools and Spas
- 3D bathroom Planner
- Taps And Accessories
- Tool Hire
- Hot Water Systems Selector
- Tool Servicing Department

### 2.2.2 Reece Products

For Reece Product we choose the Product under Irrigation and watering systems that are meet our suggestion for products innovation.

1. Hunter Mp 2000 Female Rotator 90-210 Degree



*Figure 8*

- Product type Rotator
- Precipitation Rate Range 9-14mm/hour
- Radius Range 4.0 to 6.7 metres
- Pressure Range 170-380kPa
- Price \$18.30 (inc. gst)

2. Rainbird Body Assembly Only 100mm Hi-Pop



*Figure 9*

- Precision controlled flush at pop-down clears debris from unit, assuring reliable performance and positive stem retraction in all soil types.
- Pop-Up Height 10.2 cm
- Pressure Range 1.0 to 4.8 bar
- Price \$8.15 (inc. gst)