



اُنِيُوْزِيسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

NINGBO ZIXING ELECTRONIC CO.,LTD.

COMPANY ANALYSIS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : CS240

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PROJECT TITLE : SENSOR AUTOMATIC DUSTBIN

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EXECUTIVE SUMMARY

The summary is to upgrading and designing the existing sensor automatic dustbin of Ningbo Zixing Electronic Co., Ltd.

1.0 INTRODUCTION

For this case study will be focusing on the product name sensor automatic dustbin from company Ningbo Zixing Electronic Co., Ltd. So, the subtopic to be discuss include background of the study, problem statement and purpose of the study.

1.1 BACKGROUND OF THE STUDY

The product chosen based on the group theme with is home supplier. A dustbin is a must have item in house. This sensor automatic dustbin from Ningbo Zixing Co., Ltd company is a touchless sensor which user hands need to be 6 inches or 15 cm from the infrared sensor on top of the dustbin and the lid will automatically open because it detects some movement nearby. The lid will remain open if hand is within the time estimated and will automatically close 7 seconds after user's hands move away.

This new touch switch panel has higher stability and efficiency even user can use it effortlessly. There is also a manual operation which is the open and close button if user do not want to use the sensor. To activated the sensor, there are on and off power switch on the back of the dustbin and user need to switch the on button. This sensor automatic dustbin also provided new removable plastic rim so that it easy for user to lift out and the plastic ring helps leave no excess plastic bag visible on the outside. For easy recycling, there are two liners which are 30 liter and 20 liter inside the dustbin.

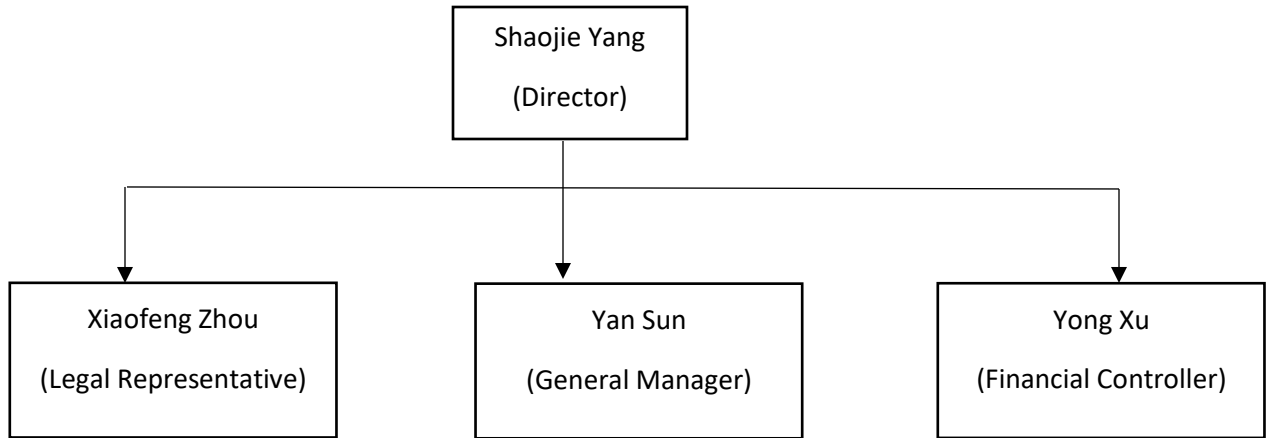


Figure 1: The Organizational Chart for Ningbo Zixing Electronic Co., Ltd company.

2.3 PRODUCTS/SERVICES

The product or service that provided in Ningbo Zixing Electronic Co., Ltd are sensor dustbin, automatic dustbin, pedal dustbin, LED light and auto soap dispenser. The product range include waste bins, sensors and liquid soap dispensers.

2.4 TECHNOLOGY

The technology involves for this company is they make an automatic dustbin. They also applied the sensor technology as the dustbin can detect the movement of hand if the range of the hands are near the lid of the dustbin. This technology is innovative to people nowadays.

2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY

The products are mainly exported to Europe, USA, Canada and Australia. The Ningbo Zixing Electronic Co., Ltd company succeed in integrative multi elements with mold making, plastic products R&D and trading. In future, the company will continue