



## COMPANY ANALYSIS

RENTOKIL INITIAL plc (M) SDN. BHD.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	iii
LIST OF FIGURES .....	iv
LIST OF TABLES .....	v
EXECUTIVE SUMMARY .....	vi
1. INTRODUCTION .....	1
1.1 Background of Study .....	1
1.2 Problem Statement .....	1
1.3 Purpose of the study .....	2
2. COMPANY INFORMATION.....	3
2.1 Background .....	3
2.2 Organizational Structure .....	4
2.3 Products/Services .....	5
2.4 Technology .....	7
2.5 Business, Marketing, Operational Strategy .....	7
3. COMPANY ANALYSIS.....	9
3.1 SWOT.....	9
4. FINDINGS AND DISCUSSION.....	10
4.1 Findings.....	10
4.2 Discussion .....	10
5. RECOMMENDATION AND IMPROVEMENT .....	12
6. CONCLUSION.....	13
7. REFERENCES .....	14

## **EXECUTIVE SUMMARY**

This report was produced in order to carried out the case study on the existing company that produce a product or prototype that have a similarity with the proposed product. In this study, Rentokil Initial plc (M) Sdn. Bhd., were chosen for this study as it were the most trustable hygiene product and service offered among the client that usually covered strategic area such as hospital, offices, toilets, washroom and restaurant. The well-known product that usually used by the client such as hand wash dispenser, automatic hand sanitiser, automatic hand dryer and other related hygiene equipment products.

The purpose of this case study is to gather general information about the selected company and to analyse the business strategies that related to the method of problem-solving. This case study consists of six chapters that reveal the report and details regarding the company of Rentokil Initial. Based on the discussion and findings in the reports, the output such as recommendation can be generated to solve the issue by applying the additional improvement. Furthermore, the introduction of the innovative developments in proposing products by enhancing quality on the basis of customer needs and demand, and by developing new technologies will be able to provide a best solution for Touchless 3 In 1 Toiletries Dispenser, that utilise the latest technology and trends as well as to maximise the hygiene care.

### 2.3. Products/Services

Rentokil Initial provide a hygienic based product and services such as scenting odour control, premium scenting, sanitary unit, hand hygiene, toilet cubicle hygiene and floor care. Rentokil Initial focused to provide a client a clean and hygiene environment at the client places such as office, restaurant, restroom and toilet.



Figure 2.2 : Initial handwash dispenser.

Handwash dispenser: Facilitate the user about the good hand washing practices. Washing the hands everyday with the stylish and simple wall-mounted soap dispenser helps reduce cross-contamination and make sure the cleanliness of the user hand.