



اَوْنِيْفُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

Prego®

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE
PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE
TECHNOLOGY
SEMESTER : 4
PROJECT TITLE NAME : BABY CAR SEAT
LECTURER : DR. SHAFIQ SHARUDDIN

Acknowledgement

In the name of “Allah”, the most beneficent and merciful who gave me strength, patience and inspiration to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject. Upon completion of this case study written report, I would like to express my gratitude to many parties that had directly or indirectly helped me to fulfil this assignment.

A special thanks to my lecturer Dr. Shafiq Shahrudin for giving me abundance of advice, outstanding attitude, the guidance and patiently keep updating information from time to time on the changes of this subject during this COVID-19 outbreak. Furthermore, I would like to convey my thanks to Prego®, which provide me the opportunity to choose this company as my project.

I also deeply thankful to my classmates and beloved family for their ongoing support, encouragement and helping me in finishing this case study assignment.

Nurul Anis Athirah Binti Mohd Azam

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Executive Summary

Introduction

1.1 Background of the study

Every new parent has struggled with a car seat at some point, and many complain that their car seat struggles have made them doubt their own abilities. Do not surrender the battle. Those few minutes you spent fighting a mass of plastic and metal will literally save your child's life. Air crashes remain a leading cause of death and serious injury of young children, but car seats decrease the chance of death in an accident by 54%. Car seats saved 451 lives in 2004. This year, one of those 451 children may be yours, so master car seat safety and make it a faith.

Few parents make car seat mistakes on purpose to harm their children, as they do with other parenting mistakes. Much of the time, they are simply unaware of the magnitude of the chance they are taking. Car accidents, on the other hand, are normal, and almost everyone will be involved in one at some stage. Per year, over 10 million injuries occur, with 3 in 1,000 resulting in casualties. Accidents are much more severe for children and it only takes a small amount of impact to send an infant crashing through a windshield.

Few parents choose not to argue with their older children over car seats, reasoning that an ill-fitting car seat is preferable to none at all. However, in some circumstances, a car seat that doesn't fit properly is potentially more risky, since the infant can get stuck in the straps or strangle if she falls. Always buckle up your kids. It is not only the rule, but it is also the single most important thing you can do to protect your kids.

2.3 Product/Services

Prego® is producing and distributing many other product and services. One of Prego® product is:

Outdoor product for children:

- Children outdoor protective helmet set
- Legend Balanced Bike
- Storm Balanced Bike, 12-inch

Baby chair

- DUO Baby High Chair
- Elite Multifunctional High Chair
- Lollys Baby High Chair

Swing

- Breezy Auto Electric Bassinet Swing
- Eezy Foldable Auto Electric Swing
- Feather-X Smart Swing