



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# Russell Taylors

## COMPANY ANALYSIS

### RUSSELL TAYLORS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF APPLIED SCIENCE

PROGRAMME: BACHELOR OF SCIENCE (HONs.) MARINE TECHNOLOGY

SEMESTER: 4

PROJECT TITLE: RUSSEL TAYLOR'S AIR FRYER

NAME: NUR IMAN BT KAMARUDIN AZHAR

STUDENT ID: 2019883944

LECTURER: DR SHAFIQ SHAHRUDDIN

# **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 Fundamental of Technology Entrepreneurship (ENT600) 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 guidance, outstanding attitude, advice and patiently keep updating important information from time to time on the changes of this subject during the global pandemic.

I am extremely grateful to my classmates and beloved family for their ongoing support, encouragement and helping me in finishing this case study assignment.

Nur Iman Bt Kamarudin Azhar

# TABLE OF CONTENT

|  |          |
|--|----------|
| <b>TITLE PAGE</b>                        | <b>1</b> |
| <b>ACKNOWLEDGEMENT</b>                   | <b>2</b> |
| <b>EXECUTIVE SUMMARY</b>                 | <b>4</b> |
| <b>1. INTRODUCTION</b>                   |          |
| <b>PAGE 5</b>                            |          |
| <b>2. COMPANY'S INFORMATION</b>          |          |
| <b>PAGE 7</b>                            |          |
| <b>3. COMPANY ANALYSIS</b>               |          |
| <b>PAGE 12</b>                           |          |
| <b>4. FINDINGS AND DISCUSSION</b>        |          |
| <b>PAGE 14</b>                           |          |
| <b>5. RECOMMENDATION AND IMPROVEMENT</b> |          |
| <b>PAGE 17</b>                           |          |
| <b>6. CONCLUSION</b>                     |          |
| <b>PAGE 20</b>                           |          |
| <b>7. REFERENCES</b>                     |          |
| <b>PAGE 21</b>                           |          |
| <b>8. APPENDICES</b>                     |          |
| <b>PAGE 22</b>                           |          |

# EXECUTIVE SUMMARY

Russell Taylors is a local company which focusing on the diversified, market-driven consumers' products brand. This company provides a masterful design, to precise engineering, robust testing and global certification of kitchen gadgets and equipment that make cooking even easier and safer. In this company analysis, it is focusing on the Air fryer that is produced by the Russell Taylors manufacturing to be investigate, identified, and analyzed along with their current problems and come out with solutions.

The first problem regarding their product is the bad odor that caused by the cooking protein when using the Air Fryer. Though it may sound like a harmless issue, however certain consumers are very sensitive towards strong odor that may bring distress and discomforts towards them. For example, people with chronic migraine and pregnant women. These group of people who are experiencing various of changes in their body due hormones, genetic, hypersomnia, environmental or the result of benzodiazepine withdrawal syndrome that cause them to be extremely sensitive to smell which may result in feeling nauseous and vomiting. Other than that, the cooking method may ruin the food texture as the technology of the Air Fryer is to be oil-less. Though the apparatus of the appliance also includes non-sticky tray, however some proteins do not suit with the tray which cause the texture of it to be damaged and breakable. This issue may vandalize the presentation of the food.

Aside from that, there are few solutions to these problems, which primarily can be done with improvement, Research and Development, and convert their raw material (coating of Teflon to create non-sticky tray) with new alternative such as ceramic. These materials are heat resistant, last in the long run, and safer as it does not contain any coating of chemicals. Furthermore, to eliminate the bad odor from the Air Fryer is to improve the appliance by an engineered material consisting of micro sized particle that capture and physically bind odor-causing compounds or catalytically convert the odor molecules into non-odorous molecules from the Air Fryer.

## 2. Company information


### 2.1 Company background

Russell Taylors was established and owned by Mr. Satish Raguchandran. Though there are no specific details of when and how does this company was built, but based on multiple research and readings, this company has been active on Lazada platform for couple of years and their home appliances products are relatively cheaper than their competitors.

Russell Taylors is a brand created by a Malaysian called Satish Raguchandran. Based on a resource, he brings in products from China to go through SIRIM certification and rebranded it to Russell Taylors. Thus, Russell Taylors is a Malaysian brand with Chinese products and Western name.

### 2.2 Product and services

**Table 2.1** Product / Service provided by Russell Taylors.

| TYPES OF PRODUCT / SERVICE  | CLASSIFICATION OF PRODUCT / SERVICE   | DESCRIPTION   |
|---|---|---|
|  | An Air Fryer machine that provide “healthier” alternative to cook food without using oil. | Air Fryer is an innovation in food technology where air circulates around the entire unit, heating up to 390 degrees to guarantee all food is cooked all over evenly. The foods texture will become crispy on the outside and tender on the inside just like deep frying with little to no oil. |