



اَبُو سَيِّدِي تَكْوَلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

LAVA®
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COMPANY ANALYSIS

XTRABOND INDUSTRIES SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY

SEMESTER : 4

PROJECT TITLE : LAVA® WATER BOTTLE

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Syazani Amsyar Bin Sabri

EXECUTIVE SUMMARY

Xtrabond Industries Sdn Bhd is a local company which manufacturing the plasticware for daily life usage and it is well-known as the name of LAVA[®]. By this company analysis, it is narrowing on the product of water bottle produced by the Xtrabond Industries Sdn Bhd. This product will be analysed, identified, and investigate with its problems and the solutions to overcome it.

For the overview, I will explain more on the general information of the company such as the background of the company, technology used, and other type of products that have been produced by the company, on the first part of the report.

The other part of the report, I will be listing the strength, weakness, opportunities, and threats or familiar with the name of SWOT of the product and company. By doing this, I am able to spot a better technology for the product and a better way of manufacture it which is also for the company to overcome the entire issues. To develop a better system, it is such a good though great way to have the strategy and planning for company's development growth.

2.3 Products/Services

There are numerous numbers of products produced by the company. Some of it are:

- Kitchenware
 - Cup & Tumbler
 - Food container
 - Fridge jug
 - Ice bucket
 - Storage box
 - Water dispenser
 - Water bottles
- and many more...

Water Bottle	Description
<p>3 pcs TB266 500 ml</p>  	<p>Item Code: T266 (3 in 1) Item Size: 63 x 63 x 193 Capacity: 500 ml Inner Packing: 96 set x 3 pcs M3/Canton: 0.215 Barcode: 9555 0473 01142</p>
<p>LAVA ECO-Friendly</p>  	<p>Item Code: TB317 Item Size: Ø75 X H255 Capacity: 750 ml Inner Packing: 8 pck x 12 pcs M3/Canton: 0.142 Barcode: 9555 0473 03177</p>