



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

RADIO SYSTEM CORPORATION

PETSAFE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

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EXECUTIVE SUMMARY



PetSafe is dedicated to keeping pets healthy, safe, and happy through innovative product solutions. In this company analysis, it is focusing on automatic smart pet feeder that produce by PetSafe to be investigate, determine and analysed their current problems and suggest the solutions to overcome the problems.

The first problem of automatic smart pet feeder is lack of water care for pet. Water is an essential part of everyday needs and nutrition including pets as they need to well hydrate in order to stay healthy. It is essential to have water that can be given and easily accessible to the pet as insufficient amount of water can lead to dehydration. Next, the product lack of proper care for food hygiene. This issue is focusing on the uneaten food in the bowl where the food is left being exposed for a long time. Leftover food will be contaminated and affect the quality and hygiene of the food. This puts a high risk for pets to get food poisoning caused by the spoiled food.

Aside from that, a few alternative solutions are identified to solve the problems by doing an innovation on the products which are innovation on automatic smart pet feeder for water care and innovation to control the food hygiene in the bowl. These solutions are also have been evaluated in term of advantage and disadvantage of the product. Lastly, few recommendations ideas to improve and solve the problems are proposed for an innovation of automatic smart pet feeder product

2.3 Product/Services

Table 2. 1 Product of PetSafe

TYPE OF PRODUCT / SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTION
<p>BARK CONTROL</p> 	<ul style="list-style-type: none"> a. Rechargeable Bark Collar & Lite Rechargeable Bark Collar b. Elite Little & Big Dog Spray Bark Control Collar c. Bark Control Collar d. Indoor/ Outdoor Bark Control e. Vibration Bark Control Collar f. Ultrasonic Bark Control Collar g. Anti-Bark Spray Collar 	<p>Bark control device can help quickly teach dogs when it is appropriate to bark and when to hold the chatter.</p>
<p>PET DOORS</p> 	<ul style="list-style-type: none"> a. Electronic Smart Door b. Wall Entry Aluminium Pet Door c. Extreme Weather Pet Door d. Freedom Aluminium Pet Door e. Plastic Pet Door f. Freedom Patio Panel Pet Door – 81in/ 96in g. Pet Screen Door h. Magnetic Key Cat Door i. 4-Way Locking Cat Door j. 2-Way/ 4-Way Locking Interior Cat Door 	<p>Conventional and wall-entry pet doors can be installed in standard doors or walls, while sliding door inserts install easily in a sliding glass door track to give pets an access to the yard or patio. It also has a programmable electronic door to control the access for unexpected visitors.</p>
<p>PET FEEDERS</p>	<ul style="list-style-type: none"> a. Smart Feed b. Five/Six Meal Feeder c. Healthy Pet Simply Feed 	<p>Pet feeders allow pets who do not overeat to manage their own eating</p>