



Hawley & Hazel

COMPANY ANALYSIS

**HAWLEY & HAZEL MARKETING (MALAYSIA) SDN.
BHD.**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF ARCHITECTUE PLANNING AND SURVEYING

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PROJECT TITLE : TOOTHBRUSH WITH TOOTHPASTE COMPARTMENT

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EXECUTIVE SUMMARY

Hawley & Hazel Marketing Sdn Bhd is a Malaysian company with its headquarters in Petaling Jaya that acts as a distributing agent for toothpaste, tooth brush, and other toiletries essentials. This case study will analyzed and evaluate the problems of toothbrush product manufactured by Hawley & Hazel Marketing Sdn Bhd and solutions.

The first problem is the cover and toothpaste need to buy and keep separately. Good dental or oral care is important to maintaining healthy teeth, gums and tongue. Uncovered toothbrush can harbor more than 100 million bacteria, including *E. coli* bacteria, which can cause diarrhea, and staphylococci (“Staph”) bacteria that cause skin infections. Sum of Darlie toothbrush not come together with a cover, sometimes user need to buy the cover separately or reuse from the old toothbrush. For the toothpaste, it is not suitable for nowadays minimalist concept. Minimalism is all about living with simplifying life and living well with less stuff around. User need to keep toothpaste separately with the toothpaste that will consume space and as for traveler, they are more like to bring stuff that can occupied their suitcase and even better their backpack. Darlie bristle made from nylon which is non-biodegradable. Non-biodegradable materials can cause pollution to our environment. Last problem detect is competition among automatic toothbrush. Automated toothbrush makes user life easier because of busy life they had.

There are some solutions to the main problems which is design a toothbrush together with toothpaste compartment and cover of toothbrush. The compartment of toothpaste is to refill the toothpaste in body of toothbrush which leads to less space consume for our oral care product. Also design the toothbrush that can replace brush head. This can save money from buy whole of the toothbrush. For the bristle, can change the bristle to biodegradable products like bamboo or can use miswak. Miswak has been recommended by world health organization for oral hygiene because of its availability, beneficial effect and affordability. For automatic toothbrush, not really conveniences for traveler because they need to always charge and bring dry cell battery which can consume space and money spend. Also not suitable in order to save the earth campaign.

2T is a new product that will encounter the problems of this toothbrush study. 2T will come out with toothpaste compartment, biodegradable bristle and toothbrush cover. This toothbrush will apply concept of minimalism, eco-friendly and save the earth.

2.2. Organizational Structure

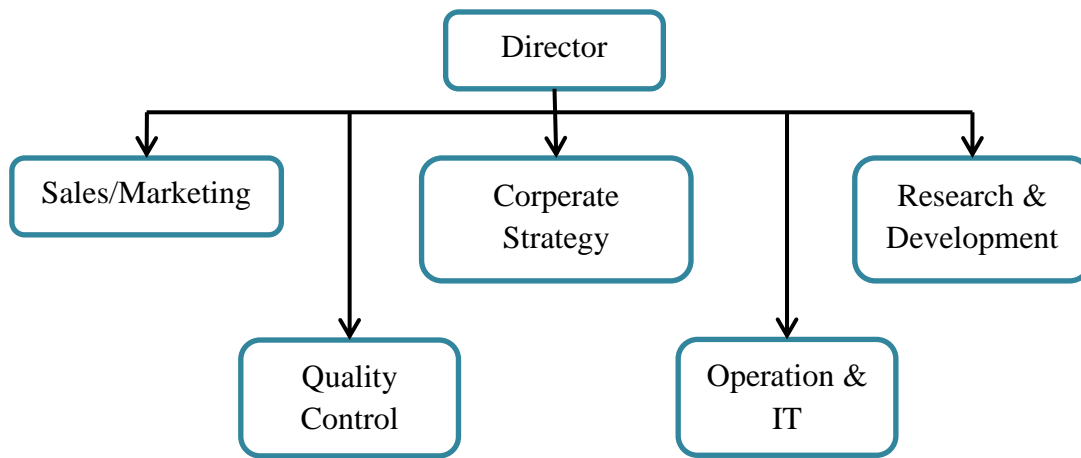




Figure 2. 1: Organizational Structure

2.3. Products / Services

Table 2. 1: Product/ Service Provided by Hawley & Hazel Group Sdn Bhd

Type of Product/ Service	Classification of Product/ Service	Description
 Darlie All Shiny White Charcoal Clean Toothpaste	Toothpaste	Darlie All Shiny White Charcoal Clean is driven by charcoal particles and absorbs naturally to deeply clean your mouth. The toothpaste contains Speedy Whitening Agent (SWA) particles, which provide enhanced whitening and cleaning strength.
 Darlie Bunny Kids - Strawberry Flavour Toothpaste		Darlie Bunny Kids Strawberry toothpaste gel has a wonderful strawberry flavour and is filled with calcium and fluoride, which protect teeth and fight cavities.