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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

DRETEC COMPANY

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EXECUTIVE SUMMARY

This case study aims to allow us to make innovations on the aroma diffuser product which is one of the products produced by Dretec company by looking at the SWOT analysis of the product. Thus, the shortcomings in the product will be able to be improved according to the wishes and demands of consumers. A SWOT analysis allows businesses to get visibility into their current situation, allowing them to better understand and analyze overall business performance. Based on this analysis, there are some weaknesses that we found from the product which is it has a negative effect when used over a long period of time, the product produced make a loud noise and the air that is emitted is not pre-filtered. As a result, the recommendations for the issue that arises in this case study can help the company to address such problems as well as be able to compete with other product brands.

1.0 INTRODUCTION

1.1 Background of the study

Nowadays, an aroma diffuser is popular since it has a variety of unique features in addition to its own set of benefits. Its uniqueness will attract everyone to have this product. Furthermore, when homeowners talk about diffusers, they are frequently referring to an essential oil diffuser that delivers aromatherapy. A good diffuser not only makes our environment smell nice and appealing, but it also offers a number of other advantages, such as repelling insects, boosting sleep quality, relaxing the mind, and promoting respiration. According to Sarris and Byrne (2011), Complementary and alternative therapies, such as acupuncture, massage, and aromatherapy, have lately been utilized to reduce the negative consequences of poor sleep quality and mitigate sleepiness, anxiety, and exhaustion.

Ming Jen Hsiao introduced the aroma diffuser in Taiwan in March 2006. He'd created the first ultrasonic diffuser that was small enough to be utilized in everyday activities. Based on Ali et al. (2015), aromatherapy derived its name from the word aroma, which means fragrance or smell and therapy which means treatment. Aromatherapy, as we all know, involves the use of essential oils taken from various parts of plants. Various methods are used to extract essential or volatile oils from the flowers, barks, stems, leaves, roots, fruits, and other parts of the plant. Other than that, aromatherapy is also a supplementary therapy that uses essential oils as the primary therapeutic agent to treat a variety of illnesses. It was created when scientists discovered essential oils' antibacterial and skin permeability qualities. Inhalation, local application, and baths are the most widely utilized techniques used in aromatherapy to infiltrate the human skin surface with a distinct aura.

1.2 Purpose of the study

This case study will be able to indirectly help in evaluating existing products in the company or on the global market, as well as how to improve the quality of products created so that they can remain competitive with other brands. In addition, we will discuss the product's strengths, weaknesses, opportunities, and threats from the outside in full detail in this case study. It also aids in the resolution of issues, particularly how to replace existing flaws with another feature or essential that will increase the product's quality and attract a large number of customers to purchase it.

1.3 Problem Statement

Despite the uniqueness and benefits that we can gain from this product, there are some features on the product that have flaws, and there are also other characteristics that need to be added to make the product more attractive. Furthermore, the recent surge in the popularity of essential oils is undeniable. A new report published in Green Mountain Outlook projects that the organic essential oil market will continue to see strong growth until 2021. As aromatherapists tell us, the safe and appropriate use of essential oils can bring tremendous benefits. This is because it helps a person who has difficulty sleeping to get a good night's sleep and is able to relieve headaches. Therefore, it is proven to be able to improve health levels indirectly. However, there are harmful byproducts found in this aroma diffuser product. Lack of education on safety and proper use will cause some negative impacts for the users. As we all know, essential oils are very concentrated plant ingredients, and we have to treat them with care.

Essential oils can be used in a variety of ways. They can be applied to the skin, inhaled, or taken internally, but each technique comes with its own set of risks. This is because certain oils, when applied in excessive doses, can cause discomfort. Essential oils given with the aroma diffuser can occasionally cause more damage to those with sensitive skin, while other people can tolerate the same dosage of essential oil without issue. Apart from that, we need to make sure that the use does not exceed the limit also against children. This is because, according to Landelle et al. (2008) found that an 18-month-old boy swallowed a small amount of lavender extract that his mother used as a home scent. Three hours after consumption, the youngster exhibited a central nervous system depression and a disoriented state. An electroencephalogram (EEG - the study of brain waves) was found to be abnormal in the hospital, and poisoning was confirmed.

Besides, aside from that, certain scent diffuser items generate a sound that can be distracting, particularly when sleeping. Such weaknesses must be taken into account so that the company can determine which features or conditions need to be addressed so that the quality of the items supplied may attract a large number of customers and continue to compete with other companies for a long time.

2.0 COMPANY INFORMATION

Name of the company	Dretec Co Ltd (Dream Technology Company)	
Located	Japan	
Established	June 2, 1997	
Company Address	2-3-9,Ryutsudanchi Koshigaya, 343-0824 Japan	
Main Activity	Industry – Industrial products. Sub-industry - Machinery	
Business Type	Manufacturer, Trading Company	
Main Products	Timer scale, Kettle, Thermometer, Bathroom scale.	
Company History	Date	Evolution
	June 1997	Established Doritech Co., Ltd.
	February 1998	Timer sales start
	August 2002	Sales of cooking scales started Kitchen miscellaneous goods business.
	April 2003	Thermo-hygrometer sales start Lifestyle business.
	April 2005	Weight scale sales start Healthcare business.
	January 2006	Electric kettle sales start Kitchen appliances business.
	September 2007	Opened Osaka Branch (Yodogawa-ku, Osaka).

	May 2008	Learning timer sales start Stationery business.
	May 2011	Product management center (Koshigaya) opened.
	September 2011	Obtained a license to manufacture and sell Type 2 medical devices.
	March 2012	Established Dongguan Metropolitan Electronics Co., Ltd.
	November 2019	Headquarters building (Kawaguchi City, Saitama Prefecture) completed, headquarter relocated.

Table 2.0 Company information

2.1 Company Background

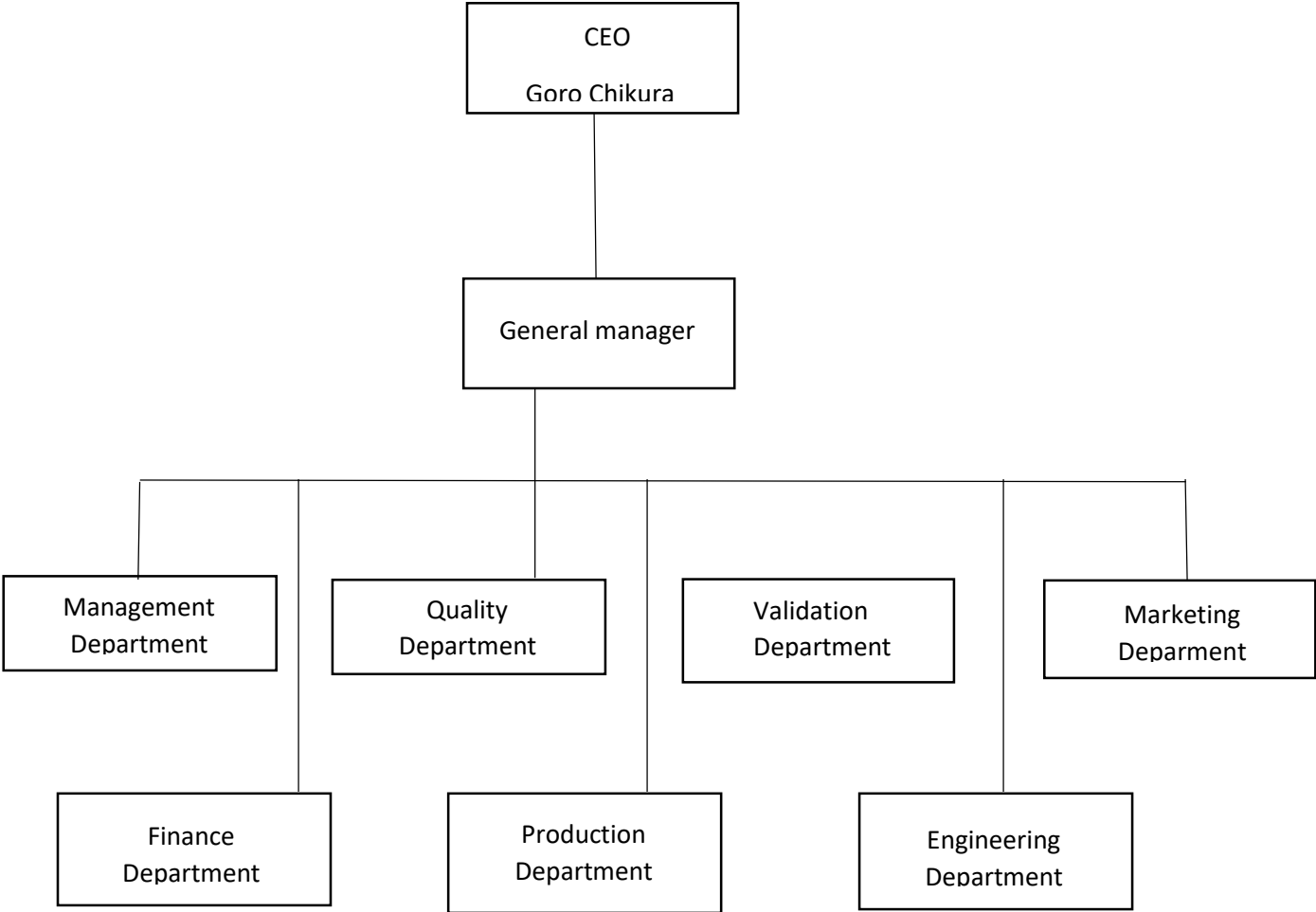
“DRETEC Co., Ltd” (Dream Technology Company) was founded in 1997. The company celebrates the company's twentieth anniversary of incorporation in year 2017. DRETEC has rapidly evolved into a leader in the Japanese market for Small Electrical and Household products since opening its initial website in 1997. In addition, we are the market leader in Home Measurement Instruments. In total, we hold the lead in almost 400 categories. Annual sales of 4,030 million yen (actual results for the fiscal year ending March 31, 2017), with global sales likely to expand in the future. In close partnership with Watson Plastics Industries Pte Ltd, DRETEC will reach out to enrich customers' lifestyles outside of the Japanese market beginning in 2017. This would be accomplished by giving Watson the authority to carry out its mission statement and

business objectives in Indonesia, Singapore, Malaysia, Thailand, and Vietnam, as well as the multilingual populations that surround these countries.

2.1.1 Company’s Vision and Business Goal




“Our vision is to enrich our customers’ lives with the best Kitchen, Life Style and Health necessities by empowering them with leading infrastructures in measurement & digital technology and e-commerce, in the smart home environment.”





2.2 Organizational Structure



2.3 Products/ Services

There are four categories of products provided by Dretec company which are kitchen appliances, kitchen goods, medical and healthcare, and also lifestyle products that we can use in our everyday life.

Type of products	Name of products	Description
1) Kitchen	<ul style="list-style-type: none"> ➤ Health Salt Meter 	<ul style="list-style-type: none"> ➤ Notify salt concentration with 3 color LEDs. ➤ Measurement completed in only 5 seconds. ➤ Easy to cleanse care.
	<ul style="list-style-type: none"> ➤ Food Material Digital Measurement Cup 	<ul style="list-style-type: none"> ➤ Measuring cup scale convenient for making sweets. ➤ Measure and mix flour and milk within one cup. ➤ Weighing even without cup.
	<ul style="list-style-type: none"> ➤ Spoon Scale - Rice Scoop Scale. 	<ul style="list-style-type: none"> ➤ The scale can measure weight, calorie, carbohydrate content. ➤ The paddle part can be washed so cleanliness. ➤ Add weighed in button can be easily ➤ It can measure up to 300 g in 1 g increments

<p>2) Lifestyle products</p>	<p>➤ LED Desk Lamp</p> 	<ul style="list-style-type: none"> ➤ Simple design that fits in any space. ➤ Flexible curved neck allows for adjusting angle. ➤ High luminance white LED lights.
	<p>➤ Soap Dispenser</p> 	<ul style="list-style-type: none"> ➤ Soap foam comes out automatically when hands closer. ➤ LED light up while soap foam come out. ➤ Cleanness tank is seen remaining amount of soap.
	<p>➤ Security personal alarm</p> 	<ul style="list-style-type: none"> ➤ With reflection cloth. ➤ With a special belt attached to the shoulder belt of the backpack. ➤ Safety design where switch part does not come off.
<p>3) Health products</p>	<p>➤ Digital Body Thermometer</p> 	<ul style="list-style-type: none"> ➤ Made of antibacterial material for safety. ➤ Auto shut-off function. ➤ Last temperature memory function.



	<p>➤ Body scale</p> 	<ul style="list-style-type: none"> ➤ Weighing scale with image of marble and luxury. ➤ Elegant and fashionable, easy to interior. ➤ Weight can be measured by just riding.
	<p>➤ Pedometer</p> 	<ul style="list-style-type: none"> ➤ Very simple pedometer with step count display only. ➤ Compact size easy to put in bags and pockets. ➤ Counting to pick places such as bags and pockets.

Table 2.3 Type of products

2.4 Technology

Nowadays the development of technology is accelerating with the passage of time. Therefore, many businesses compete in this industry to further improve skills and use the latest technology in producing more attractive products and able to get more attention from customers.

Aroma diffuser product is also not left behind in adapting the latest technology in its manufacture. The Aroma Diffuser uses ultrasonic technology to disseminate the components in essential oils into the air by breaking up the mixture of essential oils and water into extremely small micro particles. It's a great way to relax and moisturize while creating a healthy, natural, and clean living environment. An LED light, an appealing appearance, timer settings for 1 or 4 hours of continuous diffusion, and the flexibility to use regular tap or mineral water are all features of the new Aroma Diffuser. Furthermore, the product's approximate measurements are 25.2 cm high, 12.6 cm wide, and 7.5 cm deep.

2.5 Business, Marketing, Operational Strategy

The three of these characteristics which are business strategy of the organization, marketing strategy and also operational strategy are very important to be implemented in an organization. Every organization needs to be proficient in managing these three characteristics in order for the business to continue to thrive.

2.5.1 Business Strategy

In simple terms, a business strategy is a written plan outlining how an organization intends to achieve its objectives. By this business strategy, we also will know how to deal with competitors, review customer needs and wants. Lastly, it also helps us to analyze our organization's long-term growth and sustainability.

One of the business strategy of Dretec company is by improving customer experiences and other services. If the company is having trouble providing higher-quality services to customers, this could be a strong business approach. Some businesses have earned a reputation for providing excellent customer service. However, because most businesses have issues in one area, a customer service plan would normally include goals such as better online help or more efficient call centers. So for Dretec company all information about the product is provided to make it easier for customers to know more about the product sold and its uses.

Other than that, in order to fulfill the company's goal, Dretec company also continues to be a keen innovator in the design and development of product items which brings enrichment benefits to their customers 'lives. Dretec company strives to provide convenience to everything related to 'living' so they had chooses to sell products that will often be used by its customers such as special products in the kitchen. They provide products such as food material digital measurement cup that makes it easier for customers to measure measurements such as flour. This will save more time in preparing a food and the mass or size can be more precise. Last but not least, to better serve customers, the organization continues to improve its digital technologies and e-commerce systems.

2.5.2 Marketing Strategy

The marketing strategy is a structured approach developed specifically to meet the organization's marketing objectives. It lays forth a strategy for achieving these marketing goals. A good marketing plan will enable a company to focus its limited resources on the most promising areas in order to improve sales.

The marketing strategy in Dretec company is that they continue to develop the brand and the products produced through geographical market share expansion and globalization. This strategy which is also known as market globalization is one of the most effective strategies so that our business is more developed and the products produced by our company will also be more famous not only in the country but also foreign countries will know the products sold. It is because market globalization enables businesses to raise brand awareness, improve sales, and build marketplaces in new markets. Furthermore, adopting the same worldwide marketing saves money, especially when compared to country-specific marketing. As technology is now more advanced and due to the covid virus that hit the country, then Dretec company has also chosen to market their product online which is through social media. For example, this company sells its products through platforms such as Facebook, Lazada, and also from their own website.

Besides, they also take care in terms of welfare and focus on customer satisfaction. This is because if the quality of the product obtained is not very good or fails to work, they also provide a special platform on their website where the customers can contact the company back if that case occurs. Furthermore, not only do they provide contact numbers on that website but they also offer a warranty for their customers. The strategies on display can not only attract customers to continue buying their products but they will also like the services provided.

Other than that through their website, they will provide a special place for customer feedback. This will help the company how to provide new products or innovate existing products in the market in order to meet the tastes and desires of customers. Moreover, they also provide information about their product on their website to make it easier for customers to know more about what products their company sells. On that website, they have categorized all their product according to their types which are kitchen products, lifestyle products, and health products.

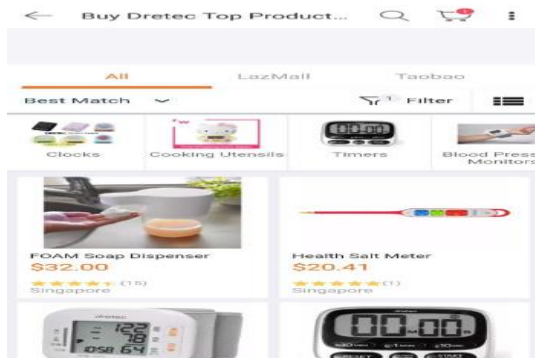


Figure 2.5.1 Lazada page for Dretec company

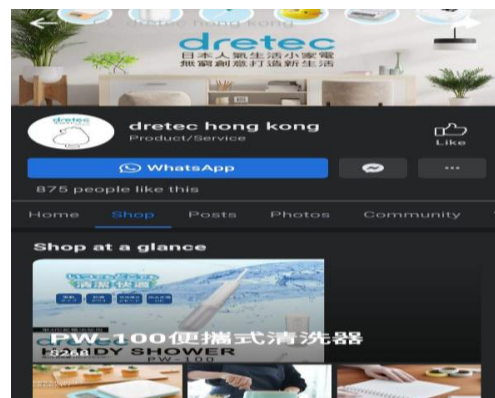


Figure 2.5.2 Facebook page of Dretec company



Figure 2.5.3 Website page of Dretec company

2.5.3 Operational Strategy

Majority of organizations defined success as the result of a succession of good decisions made at the correct time but most businesses' success is determined by meticulous planning, preparation, and execution. All of this begins with determining the appropriate strategy. A business strategy is a series of goals and actions that describe how a company will compete in certain markets with its current product and service portfolio. The objective and vision defined in a company's high-level corporate plan are translated into concrete business strategies that serve as the company's blueprint.

Businesses require distribution networks in order to distribute products and services to customers in a systematic way. If a company does not recruit the best set of companies, for this reason, it will have dissatisfied customers and inadequate service provision. The wholesale distribution of industrial machinery and equipment is one of the company's main lines of business. Wholesalers are a key component of the goods distribution system. They purchase huge amounts of things from manufacturers or wholesalers and resale them in smaller quantities. Retailers, commercial industries, institutions, and end-users of the items are only a few of their customers.

Other than that, their important key for a successful business is how the company itself manages the overall management in their organization. For this company, the manager of the company is wise in managing the internal system of the company. Not only that, they also continue to prioritize customer satisfaction and continue to produce products for customer use in daily life. For example, their customers can also give feedback on the quality of the products received in their own website.

3.0 PRODUCT ANALYSIS

3.1 SWOT ANALYSIS

SWOT analysis is important in order to analyze our businesses. A SWOT analysis allows businesses to get visibility into their current situation, allowing them to better understand and analyze overall business performance. This analysis will covers aspects in terms of strengths, weaknesses, opportunities and also threats.

STRENGTHS

- Fashionable and follow current trends.
- Simple and compact house-shaped item.
- Have their own uniqueness.

WEAKNESS

- Have a negative effect when used over a long period of time.
- The product produced make a loud noise.
- The air that is emitted is not pre-filtered.

OPPORTUNITIES

- New features are added to the product to make it more attractive.
- Produce a product that is easy to carry anywhere.
- Improve the quality of the product.

THREATS

- The global competition in the market.
- Easy to imitate by other company.
- Price wars with competitors.

3.1.1 Strength

The global aromatherapy diffuser market will grow 2.2 more times from 2019 to 2029. This product indirectly raises awareness of the positive effects on its users. The benefits to be gained from this aromatherapy result in high customer demand for the product. Consumers in both developed and developing countries are demanding for new diffusers that include various aroma dispensers as it was fashionable and follow current trends.

Besides, one of the reasons why aroma diffuser products are becoming increasingly popular is that they are simple and compact house-shaped devices. Aside from that, this product is not too large or takes up too much space to store, so it can be placed wherever we like.

Lastly, the product itself has their own uniqueness where it can not only provide a comfortable air in the room, but it is also equipped with LED lights up of various colors. Thus, it can also be used as a lamp because of the light that results from and can illuminate dark spaces.

3.1.2 Weaknesses

Some of the product make a loud noise. Loud noise produced by products like this can occur in some situations for example if the water or essential oils used is not enough, then it will produce noise so that we are more sensitive. In addition, it also produces noise due to the fan or motor used.

Other than that, when consumers use the product beyond the usage limit then it will cause some negative effects. For example, for individuals with sensitive problems, it will cause more damage due to the essential oils used. Lastly, this product does not have an air filter to filter all impurities first.

3.1.3 Opportunities

Companies should add or make a little innovation on the product to make it more attractive. For example, a company can add other features to the product so that the consumers can set time. When only one product can provide many benefits where it not just can be used as a light in the dark but it has a place to set the time, indirectly the demand for this product will increase.

The company also can produce this product with other version which is small version so that it will be easier to carry anywhere. This will benefit the consumers so that when they want to travel as well, this product can be brought along to sleep more comfortably.

Other than that, Dretec company can also improve the quality of the product itself by further improving the safety features on the product. For users with young children, the level of special use that is appropriate for them needs to be known in advance. This will make it easier for the company to add special features such as buttons on the product or it will automatically stop working when the usage limit is exceeded.

3.1.4 Threat

There is global competition in the market for this aroma diffuser product as it becomes a trendy product and is demanded by all walks of life. This product is gaining popularity because of the many benefits that can be gained from it.

As the product become popular nowadays, many company want to imitiate it. Thus, there is a lot of competition in the market as every company want to come out with good aroma diffuser. Besides, there is a competition with the competitors, especially in terms of the price of the product. This is because the same product is produced but at a different price. This will cause competition as the customers will want a product that is cheap and there are many benefits to be gained from it.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

The Dretec company also produces aroma diffuser products as it is one of the increasingly trendy products nowadays with the passage of time. It is because, aside from the pleasant scent, an aromatherapy diffuser has a variety of health benefits. Based on Eastern Daylight Time (2020), from 2019 to 2026, the global aromatherapy diffuser market is predicted to increase at a CAGR of 11.2 percent, reaching \$3.34 billion. This product is one of the products in their lifestyle category.

4.1.1 Problem 1: Have a negative effect when used over a long period of time.

As we know, every application method in applying the essential oils in the aroma diffuser has its own precautions where we need to always be careful and wise in using it. This is because, some of the use of essential oils will have a negative effect for the user. For example, someone who has sensitive skin when too exposed or using this product beyond its limits, then the essential oils from the product can sometimes cause some damage. Furthermore, it will also have a detrimental effect especially on children as well as the elderly. Based on Dotinga (2016), the essentials oils, which are sourced from plants and

used in aromatic and homeopathic products, can cause damage when consumed and youngsters are at higher risk from exposure.

4.1.2 Problem 2: The product produced make a loud noise.

Some of the aroma diffuser product produces some noise. Some people may think this does not bring a big problem, but there are a handful of customers who may feel uncomfortable and will be less interested in buying this product because it will be disturbing especially during bedtime. Furthermore, some clients may also have difficulty sleeping. When a loud sound is produced from the product then it no longer works as the product should be produced, that is, they fail to produce a product that is able to improve the quality of sleep and relax the minds of its users. These product might be make loud noise due to the sound made by the fan and motor.

4.1.3 Problem 3: The air that is emitted is not pre-filtered.

Nowadays the spread of the covid-19 virus adversely had affected us all. COVID-19 was declared a deadly and threatening disease by the World Health Organization on January 30, 2020, and it was announced a pandemic on March 1, 2020. The virus of Covid-19 has brought a massive impact on many people regardless of nationality, level of education, income or gender. (Schleicher, 2020). We need to always be more sensitive and careful about the air we breathe. The aroma diffuser product produced does not have specific features that will help to filter all the dispersed air first. It is also very important so that we can avoid getting covid-19 infection.

4.2 Discussion

4.2.1 Suggested solution for problem 1: Provide a time sensor on the product when used beyond the set limits and manual buttons are also provided.

To overcome the issues that arise due to the product which will have a negative impact when used for a long time, the company should make some innovations on the product. For example, they can provide a time sensor on the product when used beyond a set limit and manual buttons are also provided. The time sensor to be provided can be controlled using a smartphone. For users who have sensitive problems will also gain benefit from it where these users can also set the time when they want to use it so as not to exceed the limit that has been set. In addition, they can also provide the button with its classification which has special buttons for children, adults and even seniors so that they can also set

the time set on the product manually. The advantage is the problems such as consumers will have a negative impact when using this product for a long time can be avoided meanwhile the disadvantages is it will requires high costs and and needed skilled workers to make such innovations.

4.2.2 Suggested solution for problem 2: Make some innovation to the product or use other ingredients to create this aroma diffuser product.

As we all know, some aroma diffusers produce a loud noise that prevents a person from sleeping peacefully. Therefore, the company should take this problem into account and take it seriously so that the company still can continue to thrive and be able to compete with other aroma diffuser products available in the market. Dretec company can make a little innovation to the product or use other materials to create this aroma diffuser product. For example, an innovation that can be done is that they can also provide buttons where users can slow down and amplify the sound according to their personal preferences and comfort. Also, if they don't want to innovate on the product, they need to consider on the other hand where they need to identify the source of the noise happening and replace that feature with something else. Advantage is that users can rest comfortably. Meanwhile, the disadvantage is that there will be another problem if we replace the cause of the loud noise which are fan or motor in the product with something else. For example, steam will not rise into the air because this small motor is important for pushing steam up into the air.

4.2.3 Suggested solution for problem 3: Provides an air filter place in the aroma diffuser product.

The other issue arising is that the air that is emitted by the product is not pre-filtered. If we want to be more careful and avoid inhaling polluted air and avoid this covid-19 virus outbreak, the company should produce this product complete with an air filter that will help to filter the air that comes out first. The advantage is scattered air is fresher and good for health but the disadvantage is the prices of the product will be higher than before.

5.0 RECOMMENDATION AND IMPROVEMENT

Based on SWOT analysis, we can see that aroma diffusers product have many advantage and benefit that the customers will gain which are they can boosting sleep quality, relaxing the mind, and promoting respiration. Although this aroma diffuser product is gaining the attention of customers, each product produced must have their own shortcomings. From this product we can see that the problems always occur when customers use this product beyond the limit. This is because there are no switches or other buttons provided on the product to overcome such problems. This issue is very important because it will cause a high risk to an individual, especially children and the elderly, which we need to focus on so that this product can be used by all levels of society and not just a certain number of people.

As the solution for the problem is the company should provide a time sensor on the product when used beyond the set limits and manual buttons are also provided. If an individual exceeds the set limit, then it will stop producing the air automatically or users can also control it via smartphone. Apart from that, manual buttons according to their classification should also be provided which these buttons have a special set for children, adults, and the elderly. For families with underage children, this kind of innovation is very useful so that they will also get comfort when using it. Therefore, issues such as children having difficulty breathing or other adverse effects such as the case of the youngster exhibited a central nervous system depression and a disoriented state when consumed this product exceeded the limit based on the article of Landelle et al. (2008) will be able to avoided.

Other than that we also need to focus on how to make sure the air released is safe for consumers. As we know, our country is still experiencing the covid-19 epidemic, so issues like this should also be given attention as one of the precautions to avoid being infected with the covid-19 virus. According to Silveira et. al (2020), most people infected with the COVID-19 virus will experience mild to moderate respiratory illness. Based on this article, the herbal medicine used also has the potential as an adjunct in the treatment of early or mild common cold in healthy adults in the context of COVID -19. While these herbal remedies will not cure or prevent the flu, both can improve the general well-being of patients and offer them the opportunity to personalize their therapeutic approach.

As we know, essential oils are produced from all sorts of aromatic plants for a variety of reasons. These oils can be found all over the herb, from roots to flowers and fruit peels, from leaves and twigs to grasses. Therefore, this product can also be one of the ways for treatment such as colds

and avoid covid-19 infection. Therefore, the company can add space for air filters which serve to filter all the impurities and only remove clean air. This cannot only provide comfort to the users but we can also ensure that the air released is safer.

6.0 CONCLUSION

Based on the SWOT analysis of the product itself, we can see the strengths and weaknesses of the product where there are important aspects that we should consider. It is because from the analysis, from the aspect of its weaknesses, we will know what are the weaknesses of the product that we can overcome immediately by producing an innovation on it so that it meets the needs and preferences of our customers. Indirectly, the products produced are able to last a long time in the industry due to the high demand from the customers. From this situation, we can see it will be a big difference for the company so that the company can be more successful in the future.

In the nutshell, some innovations need to be done to the aroma diffuser products such as providing a time sensor on the product when used beyond the set limits and manual buttons are also provided as well as providing an air filter placed in the aroma diffuser product. This innovation is the potential to maintain safety and as the precautions from the covid-19 outbreak. Thus, it will help the Dretec company become a more advanced company and this product will keep the company one step ahead of other competitors.

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