

Case study

Sustainable and Technological advancements at Coway

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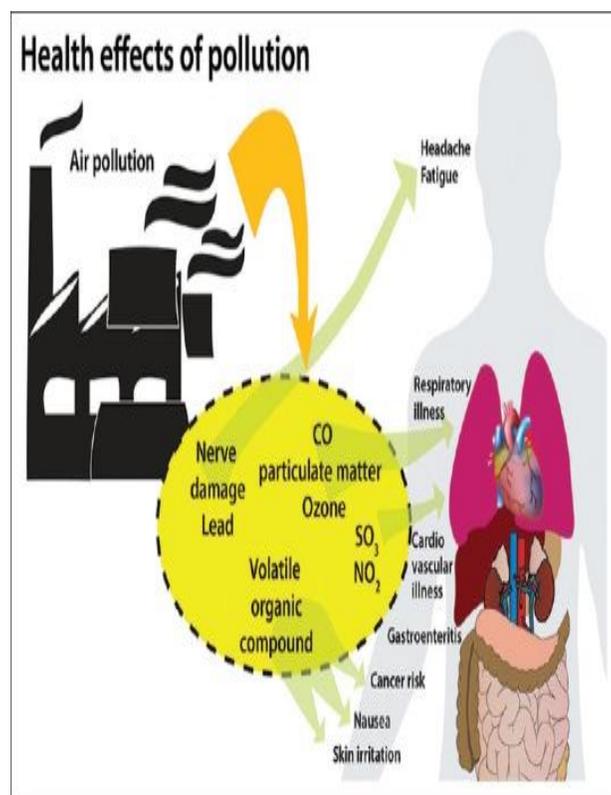
Teaching notes: -

Coway: - Advancing Global wellness is a case study that mainly focuses to the risk of air pollution. There has been strong relation between the air pollution and various cardiovascular diseases like ischemic heart diseases, stroke etc. Use of air filters is thus the new trend in nation and has become the necessity of life. The case study aims to study the journey of Coway and technology the company used to address to the problem of indoor air pollution. Coway is a Korean company engaged in providing portfolio of services since 1989 catering different countries throughout the world. The Company works on the notion of combining design and innovation as De + Novation. The company claims to fulfill its corporate social responsibility by providing helping hands for clean air and clean water which are the necessities of life.

Air filters: A necessity to survive

One of the world's biggest environmental risks is air pollution. According to (WHO) World health organization report, around 7 million deaths took place all over the world due to air pollution in 2012. There has been strong relation between the outdoor or indoor air pollution and various cardiovascular diseases like ischemic heart diseases, strokes, chronic obstructive pulmonary diseases and acute respiratory infections. Air pollution has been also seen as one of the cause of increasing cancer cases. Household indoor pollutants (HAP) are also increasing at alarming rate.

The WHO records reveal that 3.8 million deaths annually take place- stroke, ischemic heart disease, chronic obstructive pulmonary diseases and lung cancer also occur due to HAP. Use of filters and air cleaners are thus the new trends. They are among the top suggested strategies to control household indoor pollutants. This case study thus studies the impact of air pollutants inside houses and advantages of using air filters for



reducing inside air pollutants and improving air quality.

Coway: - Life Caring Company

Coway is Korean based organizations that manufacture consumer electronics for water, air and sleep. Coway was the first organization to provide services through rental system in 1998. Since then the company has been ranked first for its brand awareness and market share. The company had launched a life care solution by providing technology to air-cleaners and water purifiers and has been the 1st company to provide so and named them as (IOT) Internet of things. Coway is in its way to launch the new smart appliances by combining the Internet of Things and artificial intelligence. The company is also expanding its horizons to the United States, Malaysia and Japan. Recently the company has introduced the Alexa in the U.S. market which has gained huge popularity.

Coway was launched in 1989 and since then it is advancing wellness all over the world. Coway has been engaged in catering environment issues and providing best environmental solutions by using technology, particularly in health and well being. The company strongly focuses on achieving their mission and making vision a reality with help of best scientists and specialists working hand in hand. The competitive edge the company has over other is the collaboration of innovative designs and high tech products. In modern era the design and outer look of the product also play a major role and affect the purchasing decisions of the consumers.

Journey the Coway has lived

The history of Coway stands for industry of home wellness appliances

1989: - The journey begins from Door to Door business
<ul style="list-style-type: none"> • Started business with water purifiers • Step forward into air purifiers • Launched the research institute of Coway
1998: - the rental business grows
<ul style="list-style-type: none"> • Started the rental business • Launched Cody services • Stepped into trillion sale club
2005: - Stage of Core Business Excellency
<ul style="list-style-type: none"> • Development of R&D center

<ul style="list-style-type: none">• Launched Seoul National university• Achieved 20th position as Design institute
2010: - Time to Grow
<ul style="list-style-type: none">• Entered into homecare goods• Expansion of business overseas• Started cosmetics business also
2015: - Ruling the nation as a Lifecare company
<ul style="list-style-type: none">• Started IoCare solutions• Vision and mission as Life care company
The present Era
<ul style="list-style-type: none">• Recognized as carbon management sector by CDP• Saving the lives andmaking people healthy with home care products



Coway: - Techno + design ambassador

The company focuses on the collaboration of innovative designs and high tech products. Designs, outer look or appearance of product is the game changer option in the modern era. The company thus knows the value of appearance as we know first impression is the last impression. The company aims to provide the best technology product with the best iconic design. The companies design has gained huge popularity and is famous among the youths of world. The company follows some principals of designing which include: - being honest, being true to product use and purpose, revolutionize consumers experiences, intuitive, being contemporary and eco friendly. Coway uses designing as the major tool to provide best service and products and focus to establish a new culture with due importance to human, environment and future. The company is well known for its 3 C: - Coway, Culture and Creation.

De + Novation, The Company works on this notion as it combines he design and innovation. This is also the company's annual event which aims to showcase the innovative conceptual and futuristic designs of their products.

Bottlenecks Ahead: - Challenges for Coway

Coway has been engaged in providing customized services using IoT technology since 2015. The company slowly grew business to Malaysia, United States, Japan and Thailand. The company faced the challenges for delivering the products to different countries. There were cases of delays in delivery and company faced major problem solve this issue.

With rise in business market the competition also grew in the domestic market. The international market has to not only cope up with huge investment but also needed to cover the operating costs.

The company also faces challenges in terms of infrastructure. The company require good infrastructure so that it can respond to increasing demand and provide stable services.

Product range of Coway providing global wellness

Coway has grown as an organization based on air and water. The company claims to fulfill its corporate social responsibility by providing helping hands for clean air and clean water which are the necessities of life.

Water Filters: -

The company aims to prevent the future by helping the children's in drinking clean healthy water. The company provides wide range of water purifiers with different price ranges. So that everyone can enjoy the benefit of having clean water as this is the basic necessity of life.



Air Purifiers: -

is a device which removes pollutants from air inside the house. It provides safe clean air and helps in reducing allergies, asthma and tobacco smoke.

The company has also launched the Green air filter which is an improvement over previous air filters and is also helpful for the environment and causes no harm to our ecosystem.



Conclusion and Summary

The environmental pollutants are on rapid rise; the pathways heading towards poor health effects are often poorly understood. People feel that being inside the house and closing the doors make them safe and sound, which is not true. The air inside the house has same pollutants as the air outside the house. The elderly people, children and females are more prone to air pollution inside houses.

The air pollution inside houses is the combination of various pollutants from outside as well as inside sources making it more dangerous to health. This lead to the invention of air purifiers. Techno advanced air purifiers are now available which have shown significant health benefits and have reduced the risks of cardiovascular disease and asthma. Water purifiers and Air purifiers are the basic necessity for preventing the diseases and increasing the life span of all age groups including the children and elders.

The British Thoracic society also issued the guidelines related to the prevention of Asthma diseases. According to the report the use of air filters significantly help in reduction of allergens caused due to pets and other causes. The society recommends the use of air filters.

Coway Company has done huge good in this field as it is serving the society by purifying the water and air. The company also focus on the eco friendly methods of using the technology giving due importance to the environment and the future.

The company is thus revolutionizing the society by joining the technology, innovation and green eco friendly ways for serving the society with best products.

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