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**Panasonic**



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# **INDUSTRIAL TRAINING REPORT**

## **PANASONIC MANUFACTURING MALAYSIA BERHAD (PMMA)**

**NURUL FARZANA BINTI ASBULLAH**  
**2022798313**

**Bachelor of Business Administration (Hons)**  
**International Business**

**Prepared for: Dr Nornajihah**



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**Cop jabatan/organisasi:**

## EXECUTIVE SUMMARY

This internship report encapsulates my six-month experience at Panasonic Manufacturing Malaysia Berhad (PMMA), where I was privileged to work in the Product Planning Department. My role provided hands-on exposure to the planning and development processes, enabling me to understand the dynamics of product strategies in a global manufacturing environment.

This report further outlines my contributions to the Product Planning Department, where I assisted in developing strategies to address market challenges and align products with consumer preferences. The experience deepened my understanding of market analysis, product lifecycle management, and the integration of sustainability into product planning.

One of my key tasks was conducting a SWOT analysis of the company, which highlighted its strengths, weaknesses, opportunities, and threats. The analysis underscored Panasonic's strong brand reputation, advanced technological capabilities, and sustainability conscious image over their product which collectively position the company as a leader in the industry. It also shed light on areas where improvement is needed and the challenges posed by external factors such as competition and market dynamics. This exercise allowed me to better understand how companies evaluate their strategic position and plan for future growth.

In conclusion, my internship at Panasonic Manufacturing Malaysia Berhad was a valuable learning experience that provided me with practical skills and a comprehensive understanding of the manufacturing industry. It enhanced my skills in critical thinking, teamwork, and professional communication while exposing me to the inner workings of a global manufacturing company. My time at Panasonic Manufacturing Malaysia Berhad has not only enriched my learning but also prepared me for future endeavors in the field of product planning and beyond. The SWOT analysis emphasized the importance of leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats to ensure the company's long-term success. These insights will undoubtedly benefit me in my future professional endeavors.



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## 1.0 ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me during my internship at Panasonic Manufacturing Malaysia Berhad (PMMA). This remarkable experience would not have been possible without your guidance and encouragement.

Firstly, I wish to thank my team members in my department for their unwavering support and mentorship. Their constructive feedback and advice were invaluable in helping me grow, not just technically but also professionally. I gained insights into responsibility, effective communication, and the essence of teamwork. Their warmth and approachability created a safe space for me to learn, explore, and ask questions with confidence.

My deepest gratitude also goes to my lecturer advisor, Dr. Najihah, whose constructive feedback and constant encouragement played a pivotal role during my internship. Her positivity and clarity in guidance inspired me to strive for excellence in my work, particularly in my internship report. Your presence was not only insightful but also reassuring, making it easier to seek guidance and improve consistently.

To my family, I am profoundly grateful for your unwavering support and sacrifices that have enabled me to pursue my goals. Your belief in me has been my greatest motivation, and I deeply appreciate the love and encouragement you have shown throughout this journey.

I am also thankful to my fellow interns at PMMA for making this experience memorable. Working alongside such dedicated and talented individuals was inspiring, and your camaraderie made every challenge more manageable. The friendships we built will always hold a special place in my heart.

Finally, a special thanks to my late father, who was my greatest cheerleader. His unwavering belief in my potential continues to inspire me to achieve greater heights. I know he would be immensely proud of me today, and I dedicate this accomplishment to his memory. His values and encouragement remain my guiding light.

To everyone who has been part of this journey, your support and kindness mean the world to me. Thank you for helping me grow and making this experience unforgettable.

## 2.0 STUDENT PROFILE

NURUL FARZANA BINTI ASBULLAH

### CAREER OBJECTIVE

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As a recent graduate with a major in International Business at UiTM Bandaraya Melaka and a CGPA of 3.62, I am eager to leverage my academic knowledge and strong communication skills in a dynamic sales, marketing, or HR role. Passionate about building client relationships, optimizing marketing strategies, and fostering talent development, I am seeking opportunities to contribute to organizational growth while honing my expertise in a fast-paced, results-driven environment. With a proactive and adaptable mindset, I am committed to making a positive impact through innovative solutions, teamwork, and continuous professional development.

### WORK EXPERIENCE

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**Intern | Panasonic Malaysia Manufacturing Berhad - Sales (Product Planning Dept.)** *Aug 2024 – Jan 2025*

- Supported the development of sales and marketing strategies by conducting in-depth market analysis and identifying key trends to align product offerings with customer needs.
- Assisted in the evaluation of competitive products through benchmarking to enhance Panasonic's market position and drive product differentiation.
- Contributed to price positioning and price mapping strategies, analyzing competitor pricing, market conditions and market opportunity to recommend pricing adjustments and maximize product profitability.
- Led domestic and international surveys and interviews to gather consumer insights, using the findings to support the creation of targeted marketing campaigns.
- Assisted in preparing sales reports and presentations for senior management, communicating findings that shaped the company's overall marketing direction and sales goals.
- Led a meeting to brainstorm and decide on a new product name, collaborating with the engineer to select the best option.
- Assisted in managing essential documents related for product planning ensuring proper documentation and compliance.
- Assisted in creating a business portfolio to showcase company achievements and key projects, and proposing actionable solutions for market improvement.
- Conducted market visits to analyze and gather insights on current product trends, providing valuable information for product strategy and development.

**Part Timer | 7-Eleven Malaysia Holdings Berhad, Klang, Selangor.** *Jan 2020 - May 2020*

- Delivered strong communication through effective customer interactions, handling transactions and inquiries efficiently.
- Managed store operations independently, including product displays and in-store promotions.
- Maintained inventory levels, restocked products, and ensured store cleanliness and organization.
- Skilled in problem-solving, addressing customer issues, returns, and complaints to ensure satisfaction.
- Coordinated with vendors for product deliveries, ensuring timely restocking and proper product handling.

**Small Business Assistant | Family Business Stall - Nasi Lemak Vendor, Klang, Selangor.**

- Assisted in daily **sales operations**, including managing customer orders and processing payments
- Managed inventory and helped with food preparation and stall setup.
- Provided friendly and efficient service to customers, enhancing their overall experience.
- Assisted in promoting nasi lemak sales through word-of-mouth, social media, and local community events.

### EDUCATIONAL BACKGROUND

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**Degree of International Business Administration** *Mar 2022 - present*

- Universiti Teknologi Mara, Bandaraya Melaka
- CGPA: 3.62

**Foundation in Law***Jun 2020 - April 2021*

- Universiti Teknologi Mara, Dengkil, Selangor
- CGPA: 3.62

**Malaysian Certificate of Education (SPM)***Jan 2019 - Dec 2019*

- Sekolah Menengah Kebangsaan Bukit Tinggi, Klang, Selangor
- Result: 6A 3B+

**EXTRACURRICULAR INVOLVEMENT**

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- An External Relations Active Member for the Academic Visit and Community Service Program in Padang, Indonesia 2024
- Contributed to knowledge transfer by teaching English as part of the Corporate Social Responsibility program in Padang, Indonesia 2024.
- Collaborated with Universitas Padang, Indonesia, in conducting CSR activities at Panti Asuhan (Orphanage).
- An Active Registration Bureau Member for the Program Pengantarabangsaan Khidmat Masyarakat Qurban & Wakaf Telaga, Phnom Penh, Cambodia Series 3.
- Secretary for Seminar on Professional Etiquette.
- Secretary for Academic Trip: Knowledge Transfer & Exploring Kedah Darul Aman.
- Assistant Project Leader for Malam Aspirasi Budaya (MAYA) on behalf of International Business Unity Club.
- Responsible for recruiting participants for MAYA events and managing all participant-related activities.
- Volunteering in the Corporate Social Responsibility Program, Zoo Negara.
- Leader registration Bureau for the FUNDAY event.
- An active member of the Cultural and Sports Exco for the International Business Unity Club (IBUC).

**ACHIEVEMENT**

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- Get Dean's List Award at 1<sup>st</sup> semester, 4<sup>th</sup> semester and 5<sup>th</sup> semester.
- Received Best Sustainable Community Development Project Award 2023 for International Community Service Program: Qurban and Wakaf Telaga in Cambodia, Series 3 in Innovation Day Celebration (MSHI) 2023.
- Received the Silver Award for Program Innovation Product Sulam at the International Teaching Aid Competition 2023 (ITAC) at university level.
- Received Bronze Medalist choir at MAYA Event 2023.
- Awarded the Certificate for Best Club Association in 2023.

**SKILLS**

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**Computer skills:** Microsoft Office, Power Point, Google Drive, SPSS, Canva, Adobe Illustration and .

**Technical skills:** Data Analysis (Excel), communication tools (Outlook, Email, zoom, Microsoft Teams)

**Soft skills:** Adaptability, problem solving, desire to learn, self-awareness, self-motivation, teamwork, time management and communication, critical thinking and decision-making.

**Language skills:** Bahasa Melayu (Native Proficient), English (Excellence) and Mandarin (Elementary Proficiency).

**REFERENCE**

---

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### 3.0 COMPANY'S PROFILE



*Figure 1: Figure 1: Headquarters of Panasonic Manufacturing Malaysia Berhad*

Company Name	Panasonic Manufacturing Malaysia Berhad (PMMA)
Company Name	<b>Panasonic</b>
Company Address	<b>Plant I</b> Panasonic Manufacturing Malaysia Bhd No.3, Jalan Sesiku 15/2, Section 15 Shah Alam Industrial Site 40200 Shah Alam Selangor  <b>Plant II</b> Panasonic Manufacturing Malaysia Bhd 9, Jalan Pelabur 23/1, Kawasan Miel, 40300 Shah Alam, Selangor
Operations Hour	Monday - Friday: 8.00am – 5.10 pm



### **3.1 Company's Background**

Panasonic Manufacturing Malaysia Berhad (PMMA) plays a vital role within the Panasonic Corporation, a worldwide brand founded by the late Tan Sri Konosuke Matsushita. His aim was to improve the welfare of society by creating economical and top-notch products. What started as a modest venture has now transformed into an international enterprise operating in more than 130 nations, with Panasonic acknowledged as one of the most reliable brands globally.

In Malaysia, PMMA was founded in 1965 and has been instrumental in Panasonic's achievements in the area. The firm focuses on producing and supplying electrical home appliances, positioning it as an essential player in the brand's visibility within Malaysian households. PMMA runs two facilities in Shah Alam, Selangor, with each concentrating on different product categories to enhance its varied product range.

PMMA has built a solid presence in Malaysia since 1971. The firm began with one production site in Shah Alam and has since expanded to become the largest domestic producer of electronic components for the Panasonic Group. The majority of the output is shipped to markets in Europe, Asia, and the Americas. PMMA is included in Panasonic's Global Network for Quality and leads in sustainability through efforts like solar energy and recycling.

#### **3.1.1 Company Branch Infrastructure (SA Plant)**

Panasonic Manufacturing Malaysia Berhad is involved in the manufacturing and marketing of electrical household appliances and related components. Panasonic consists of two separate divisions: the home appliance sector and the fan industry. Panasonic's product range includes various items, including a home shower system, electric fan, iron, kitchen appliances, and vacuum cleaner, among others. Panasonic Manufacturing Malaysia Berhad, a well-known company, is currently listed on the main market of the Malaysian stock exchange. As a result, Panasonic has set up two production plants in Shah Alam, Selangor. The SAI Plant is located in Section 15, whereas the SA2 Plant is located in Section 23. Based on the information that the SAI plant produces a variety of products, including electrical irons, home showers, and kitchen appliances, it is clear that the SA2 facility mainly focuses on manufacturing electric fans, ceiling fans, ventilation fans, and vacuum cleaners. In addition, Panasonic Manufacturing Malaysia has outfitted its SAI and SA2 plants with several facilities

including cafeterias, canteens, dedicated parking areas, an on-site medical clinic, and pantries. These measures aim to improve the comfort and welfare of the personnel working within these facilities.

### **3.1.2 Commitment to Innovation and Quality**

Both factories are outfitted with state-of-the-art manufacturing capabilities and follow rigorous quality control protocols to guarantee that each product complies with Panasonic's international standards. The firm makes substantial investments in research and development to integrate cutting-edge technologies into its offerings, providing functionalities that improve usability and energy efficiency. For example, the residential showers manufactured at Plant I are crafted with safety elements such as water temperature regulation, whereas the ventilation fans from Plant II are built for maximum airflow and reduced noise levels.

In addition to production, PMMA prioritizes sustainability significantly. Both facilities are dedicated to minimizing their environmental impact by implementing energy-efficient methods and encouraging the use of sustainable materials. This corresponds with Panasonic's worldwide dedication to fostering a sustainable and eco-friendly future.

### **3.1.3 Panasonic's Trusted Brand in Malaysia**

Throughout the years, Panasonic has established itself as a trusted brand in Malaysia, relied upon by millions for its dependability and creativity. PMMA has played a crucial role in establishing this trust, with items such as home showers, irons, ventilation fans, and other appliances becoming essentials in Malaysian households. The company's robust after-sales support significantly boosts customer satisfaction, guaranteeing that users maintain a favorable experience well beyond their purchase.

Throughout my internship at PMMA, I've been able to observe how the company functions in these two facilities. It's intriguing to observe how each plant is tailored to enhance production efficiency and uphold the highest quality standards. Plant I appears to be the core center, where strategic choices are formulated, whereas Plant II emphasizes producing top-notch HVAC products that satisfy worldwide requirements.

The experience has enhanced my comprehension of manufacturing methods, quality assurance, and product development. It's motivating to observe how PMMA manages its

position as a local producer while supporting Panasonic's worldwide functions. I take pride in being a member of a company that emphasizes technological progress while also maintaining a robust dedication to enhancing lives and promoting sustainability.

### **3.2 VISSION, MISSION AND OBJECTIVE**

#### **VISSION:**

We design, manufacture and market innovation products and human oriented life solutions which enhance comfort, safety and energy efficiency to world markets by considering the satisfaction of stakeholders.

#### **MISSION:**

Become one of the leading players in our business areas worldwide and contribute to comfortable home and living environment by expanding new business fields.

#### **OBJECTIVE:**

Recognizing our responsibilities as industrialist, we will devote ourselves to the progress and the development of society, and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.

### **3.3 ORGANIZATIONAL STRUCTURE**

Now let's move to the organizational framework of the Product Planning Department for Ceiling Fans at Panasonic Manufacturing Malaysia Berhad's (PMMA) Plant II in 2024. As we approach 2025, our team has transitioned to four members following the completion of one intern's tenure.

The Product Planning Director, a Japanese national, works closely with our team here at the office in Malaysia. The director oversees the department, ensuring effective decision-making and smooth day-to-day operations. Locally, the department is divided into two main sections: the domestic market and the international export market. The domestic market is led by a dedicated manager, while the international export market is managed by an assistant manager.

As an intern, I initially worked alongside another intern, with each of us assisting a respective manager. After the other intern completed their internship, I took on the responsibility of supporting both markets. This dual role has provided me with extensive experience and insights into managing both local and international markets. It has also allowed me to gain a well-rounded understanding of how strategies are tailored to meet the varying needs and preferences of different customer segments.

### **3.4 PRODUCTS**

In this section, I will provide an in-depth explanation of the products manufactured by Panasonic Manufacturing Malaysia Berhad (PMMA), specifically focusing on the product categories produced at the PMMA Plant II, including ceiling fans, electric fans, ventilation fans, and other household appliances.

Panasonic's diverse product range caters to both residential and commercial needs, offering innovative and high-quality solutions designed to improve comfort, convenience, and efficiency. PMMA is primarily focused on producing a variety of fans, which include ceiling fans, electric fans, desk fans, and ventilation fans, as well as other related products. These products are not only built to provide excellent performance but are also designed with advanced features and technologies to meet the growing demands of modern consumers.

#### **3.4.1 Ceiling Fans**

Ceiling fans remain one of the most popular household appliances due to their ability to provide comfort and maintain air circulation in rooms. At PMMA, ceiling fans are offered in various designs, sizes, and specifications, catering to a wide range of consumer preferences. The product range includes both traditional ceiling fans and more advanced models, such as the WiFi-enabled WiFan ceiling fan, which allows users to control the fan remotely using a smartphone application. This integration of smart technology appeals to consumers who seek convenience and efficiency in their home appliances. Additionally, the Mondo ceiling fan model incorporates a human activity sensor that adjusts the fan speed based on room occupancy, enhancing energy efficiency and providing comfort when needed most.





*Figure 2: The catalog that shows the NanoeX ceiling fan*

Next, one of the big innovation Panasonic we could find in the market are he NanoeX fan. It is an excellent product from our lineup that utilizes advanced technologies to emit tiny, acidic water particles combined with reactive chemicals and electric charges. The molecules moisturize hair and skin while also inhibiting the development of mould, pollen, allergies, unpleasant odors, and viruses. This demonstrates Panasonic's dedication to improving the quality of life for consumers by incorporating health-conscious and environmentally friendly features into its product designs.

### **3.4.2 Ventilation Fans**

Ventilation fans play a critical role in maintaining good air quality and circulation within indoor spaces, particularly in kitchens and bathrooms. PMMA's ventilation fans are designed to effectively remove humidity, odors, and smoke, ensuring that air quality is optimized for the comfort of occupants. These fans are designed with a focus on durability, quiet operation, and efficient performance, making them an ideal choice for a wide range of environments, from residential homes to commercial spaces.

### **3.4.3 Electric Fans and Desk Fans**

In addition to ceiling and ventilation fans, PMMA also produces electric and desk fans, which are portable and easy to use in different settings. These fans are known for their reliable performance, energy efficiency, and user-friendly features. Designed for versatility, they can be used in various rooms, from bedrooms to offices, providing adjustable airflow and cooling. Their compact design makes them suitable for smaller spaces where ceiling fans may not be practical.

### **3.4.4 Other Household Appliances**

PMMA also manufactures other household products, including dish dryers and vacuums, which complement the company's broader portfolio of consumer electronics and home appliances. These products are designed to enhance everyday life by offering efficient, reliable, and energy-saving solutions for daily household tasks.

### **3.4.5 Manufacturing Excellence**

At Panasonic Manufacturing Malaysia Berhad (PMMA), the company is dedicated to not only designing and producing high-quality ceiling fans and HVAC products but also offering comprehensive services that facilitate the effective distribution and sale of its products across various markets. The company's commitment extends beyond the production floor, as it collaborates closely with sales companies to ensure its products reach the appropriate markets and meet the specific demands of consumers.

A key aspect of Panasonic's service offering is the manufacturing of ceiling fans and other HVAC products, which are then supplied to sales companies worldwide. The product range includes ceiling fans, ventilation fans, electric fans, and desk fans, to name just a few. These products are manufactured to the highest standards and are distributed based on specific requests from Panasonic branches and sales companies around the globe. Panasonic manufactures and exports these items according to the needs and preferences of each region, ensuring that each market receives products that align with local customer expectations and regulations.

By maintaining a strong partnership with sales companies, Panasonic goes beyond simply providing them with high-quality products. The company also supports them with valuable product insights, market trends, and suggestions aimed at enhancing their product

offerings. Panasonic's team collaborates closely with these companies to ensure they have a deep understanding of the technical specifications of the products, their benefits for customers, and the latest innovations in fan technology. This partnership helps sales companies position Panasonic's products effectively in competitive markets and ensures customer satisfaction by meeting their needs with the right products.

## **4.0 TRAINING'S REFLECTION**

I would like to talk about the 24-week industrial training I completed at PMMA (Panasonic Manufacturing Malaysia Berhad). The internship lasted from August 12, 2024, to January 24, 2025. I managed to refine both my technical and interpersonal skills in this organized and professional environment. The workday lasted eight hours and ten minutes, from 8:00 AM to 5:10 PM. This strategy provided me with insight into the standard corporate workday, where accomplishing tasks effectively and on time is of great significance.

Three breaks were scheduled during the day to allow employees to refresh and increase productivity. From 9:50 to 10:00 AM, there was a morning tea. During this short break, I managed to rejuvenate and socialize with colleagues, which infused the office with additional energy. From 1:00 to 1:40 p.m., a lunch break of forty minutes was scheduled. Due to time limitations, many workers, including myself, opted to have lunch at the cafeteria. For convenient dining, the cafeteria offered a broad variety of foods. On Fridays, lunch was prolonged until 2:10 p.m., providing additional time to eat. To maximize our extended lunch break and enjoy quality moments with colleagues, we frequently eat outside on Fridays.

Employees received not just lunch and morning breaks, but also had a tea break from 3:05 to 3:10 PM to relax as the day came to an end. Due to this brief pause, I was able to remain focused and vigilant throughout the day. One of the aspects I liked most was that PMMA's break intervals promoted balance. I managed to avoid burnout and restore my focus thanks to planned breaks. The employees remained involved during breaks without feeling swamped by one task due to this innovative approach. Due to the adaptable work hours and plenty of breaks, I managed to maintain my energy throughout my PMMA internship and excel in the supportive, friendly atmosphere.

Panasonic Manufacturing Malaysia Berhad holds a departmental assembly each morning at 7:56 a.m. Beginning the day with this activity gives our staff a feeling of togetherness and mission. At the beginning of every assembly, we all participate in singing the

Panasonic song, which helps to embed the company's fundamental values and culture. In the corporate statement that accompanied the song, PMMA reaffirmed its objective, vision, and standard of excellence. Each day, a team member shares an inspiring message during the morning assembly. Everyone gets an opportunity to express their opinions and contribute their ideas during this rotation, which is excellent for team morale and inspiration. Numerous lectures discuss the significance of collaboration, determination, optimism, and focus. This regular practice enhances public speaking, self-development, and collaboration. I believe the morning assembly is crucial for PMMA's culture because it establishes the day's atmosphere and motivates everyone to collaborate.

#### **4.1 Job Scope During Internship**

I supported strategy, product development, and market research while interning at Panasonic Manufacturing Malaysia Berhad (PMMA). To enhance and stay competitive, I compared PMMA's products with those of our competitors. It included positioning and pricing mapping. Here I achieved another important task. I collected data regarding the pricing approaches of Panasonic's competitors to assist in assessing their market stance. With my assistance, we successfully developed strategies and established competitive yet profit-generating prices for product categories. This was crucial for assessing how Panasonic's product expenses would stack up against those of competing firms. The effect of pricing on demand for products and public sentiment was intriguing.

Then, I additionally created surveys for both locally and internationally. Another focus of this survey was to examine consumers' international preferences, brand recognition, and product performance. The more comprehensive feedback than what we could obtain online prompted me to carry out face-to-face interviews with participants abroad. We gained further insights into the market and customer expectations in their region due to the comprehensive data we collected regarding the participants' knowledge and usage of ceiling fans.

Another vital task was the meeting to unbox the competitive products we ordered, allowing us to inspect them closely. In these meetings, we contrasted the product's specifications and characteristics with ours. Without this strategy, we would not have been able to enhance our products or deepen our understanding of industry standards.



Furthermore, I aided with products, market analysis, and sales effectiveness for company portfolios at PMMA. Potential business partners and stakeholders could view the company's abilities within this portfolio. I was also included in the team that analyzed sales data to identify trends, evaluate product effectiveness, and determine how to create new products.

Furthermore, our team will perform a survey to acquire additional information about the product we aim to create. Therefore, I will assist them in creating the entire survey questionnaire. Subsequently, I presented the survey findings and fresh product ideas to my team and the engineers, informed by the feedback we gathered. I summarized the concepts for product specifications and customer preferences, focusing particularly on the aspects that mattered most to them. In the presentations, we discussed future product enhancements and additional features. These concepts were derived from survey findings and competitive assessment. We also explored methods to implement these changes while maintaining the quality of PMMA and its attractiveness to consumers.

Furthermore, I held in-person interview sessions with foreign participants to collect more in-depth information about the product. As you might be aware, acquiring certain information can occasionally be difficult, yet speaking with people from various nations streamlined the process significantly. These discussions enabled us to gather important insights, such as demographic data and other pertinent details. I put in a determined effort to express the questions clearly and facilitate effective communication between both sides, despite the language obstacles we faced. This experience improved my data gathering abilities while also expanding my comprehension of different cultural and market viewpoints.

As an intern, one of my primary responsibilities is conducting market visits to several electrical shops to gain a comprehensive understanding of the current market conditions for ceiling fans. These visits serve as an opportunity to observe, analyze, and gather critical insights into customer preferences, purchasing behavior, and overall market trends. By engaging directly with shop owners, staff, and, at times, customers, I can obtain firsthand information about the types of ceiling fans that are in demand, the features that attract buyers, and the challenges faced by retailers in selling these products.

During these visits, I pay close attention to the various brands and models of ceiling fans available, their pricing, and the key selling points highlighted by the retailers. I also take note of any additional services or promotions offered, such as warranty packages or installation

support, which could influence a customer's decision-making process. Observing the display setups and understanding how products are marketed within the shop provides further insights into what appeals to customers visually and practically.

#### **4.2 Allowance During Intern**

During my 24-week internship at Panasonic Manufacturing Malaysia Berhad (PMMA), I earned RM800 each month, which greatly assisted with my expenses. Due to this stipend, I am now financially self-sufficient and able to manage my expenses. The certainty of my salary significantly improved my focus on my internship duties. The internship offered me priceless business experience beyond finance, enabling me to apply the knowledge I gained in class to a practical, real-world environment.

Being employed at PMMA has been a fulfilling and enlightening experience. The blend of hands-on experience, networking chances, and financial support enabled me to grow in both my career and personal life. Thanks to this experience, I am now better prepared than ever to pursue a successful career. I appreciate the chance I've been given, and I believe the skills I develop during my internship will benefit me greatly down the line. The chance to be employed here is wonderful, and I really enjoyed my internship too.

## 5.0 SWOT MATRIX

<b>Panasonic</b> <b>TOWS</b> <b>MATRIX</b>	<b>STRENGTH</b> <ul style="list-style-type: none"> <li>• Sustainable &amp; Environmentally Conscious <b>(S1)</b></li> <li>• Strong global presence &amp; brand recognition <b>(S2)</b></li> <li>• Technological Advanced Innovation <b>(S3)</b></li> </ul>	<b>WEAKNESS</b> <ul style="list-style-type: none"> <li>• Lack of product design <b>(W1)</b></li> <li>• Counterfeit issue and fake replica <b>(W2)</b></li> <li>• High product prices <b>(W3)</b></li> </ul>
	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Government incentives for energy efficient products <b>(O1)</b></li> <li>• E-commerce growth <b>(O2)</b></li> <li>• Rising demand for sustainable product <b>(O3)</b></li> </ul>	<b>WO STRATEGY</b> <ul style="list-style-type: none"> <li>• Leveraging government incentives <b>(O1)</b> to offset high product prices <b>(W3)</b> and enhance appeal of energy-efficient products</li> </ul>
<b>THREATS</b> <ul style="list-style-type: none"> <li>• Intense competition <b>(T1)</b></li> <li>• Political and regulatory risk <b>(T2)</b></li> <li>• Reduce in sales <b>(T3)</b></li> </ul>	<b>SO STRATEGY</b> <ul style="list-style-type: none"> <li>• Leverage strong global presence <b>(S1)</b> to drive e-commerce growth <b>(O2)</b> and sustainability initiatives <b>(O3)</b>, with a focus on social media</li> </ul>	<b>WT STRATEGY</b> <ul style="list-style-type: none"> <li>• Diversify market and product strategies <b>(W1)</b> aligned with local regulatory and political goals <b>(T2)</b></li> </ul>
	<b>ST STRATEGY</b> <ul style="list-style-type: none"> <li>• Utilize advanced technology <b>(S3)</b> to implement anti-counterfeit measures <b>(W3)</b> and strategic partnership to protect brand integrity and recover lost sales <b>(T3)</b>.</li> </ul>	

## **6.0 DISCUSSION & RECOMMENDATION**

In the following section, I will provide a detailed explanation and in-depth discussion of Panasonic's SWOT analysis. This analysis evaluates the company's strengths, weaknesses, opportunities, and threats to gain a clearer understanding of its current position in the market. By carefully examining each component of the SWOT framework, we can identify how Panasonic can maximize its strengths, address its weaknesses, capitalize on opportunities, and mitigate potential threats.

### **6.1 Strengths of Panasonic**

The strengths of a corporation comprise its competitive advantages and unique competencies. The achievements of PMMA are largely attributed to its multiple strengths. The company has successfully sustained its growth and market standing by integrating these traits into its strategies and operations. Several significant strengths are evident. These traits define PMMA's success and act as a model for other firms striving for excellence in the same industry. Revenue can grow by concentrating on and enhancing the strengths of the company.

#### **6.1.1 Sustainable and Environmentally Conscious On their Product**

When it comes to environmental awareness and sustainability, Panasonic stands alone. Recent global crises have all negatively impacted humans, the planet, and its ecosystems. The COVID-19 pandemic and climate change have led to an increased focus on environmental issues and a change in societal values. In reaction to these shifts, Panasonic started to prioritize human and environmental well-being in early 2022. As per Panasonic Green Impact (2022), the objective of the company is to promote sustainable innovation by unifying its technological assets under Panasonic Holdings Corporation. To accelerate the advancement of green technologies, this restructuring encourages cooperation among various groups.

A report from Panasonic Holdings indicates that the company intends to allocate over 80% of its research and development budget towards projects that enhance environmental and social well-being by the fiscal year 2025. The significant investment reflects the company's commitment to safeguarding the environment and enhancing human welfare through technological advancements. It seems that the Panasonic GREEN IMPACT (PGI) initiative will be prioritized within the new Technology Sector at Panasonic. To assist businesses and individuals in advancing their objective of sustainability targets, PGI will provide renewable



energy technologies and energy-efficient products. As proof, Panasonic's home appliances have been recognized for being the most energy-efficient products for the fourth straight year. The accolade acknowledged Panasonic's technological progress, which provides enhanced energy efficiency and allows users to experience a sustainable and health-conscious way of living. Creating energy-efficient technology is integral to the "Panasonic GREEN IMPACT" pledge to aid in the decarbonization of society by reducing emissions (Environmental Sustainability Management across the World - Environment - Sustainability - Panasonic Holdings, 2023).

During my internship at Panasonic, I observed the company's commitment to sustainability and effectiveness in the energy industry. While assessing Panasonic products, I observed that many of them now incorporate DC motors instead of AC motors. Although AC motors are popular for their straightforward design, efficiency, and longevity, there are specific situations and factors where AC motors may not be the best option since AC motors, especially induction types, perform most efficiently when running at a steady load and speed. In scenarios with changing loads or varying speed demands, they often squander energy. This inefficiency results in greater energy use, which raises the carbon footprint. Thus, this contradicts what Panasonic intends to accomplish. Thus, this alteration is vital for energy efficiency since DC motors are more efficient and consume less power. Products such as DC motors, which cut power use by 50%, demonstrate how Panasonic addresses consumer needs while conserving energy.

Undoubtedly, sustainability has emerged as a significant concern in packaging conversion, and a great deal of attention has been directed towards substrates. Panasonic's approach to packaging, especially its use of carton boxes, demonstrates a firm dedication to sustainability by reducing the use of color in its packaging designs. Although inks make up a tiny portion of the package, their influence is significant. Carton boxes made with fewer colors are simpler to recycle. The existence of various inks can hinder the recycling process, as differing materials might not mix effectively during reprocessing (Environmentally-Friendly Inks a Rising Issue in Sustainability, 2023). By choosing simpler designs with fewer colors, Panasonic guarantees that its packaging is more recyclable, promoting a circular economy where materials are reused instead of thrown away. Thus, by embracing a minimalist style in packaging design, Panasonic can communicate its commitment to sustainability directly to consumers, fostering brand loyalty among environmentally conscious customers.

### 6.1.2 Strong Global Presence

Panasonic's significant international presence is certainly a crucial element that plays a role in its success and standing as a prominent multinational company. Boasting a diverse presence that extends throughout North America, Europe, Asia, and additional areas, Panasonic has established itself as a brand known worldwide. This broad presence enables the company to not only access varied consumer markets but also to cater to the distinct needs of clients in various regions globally. By successfully addressing diverse regional needs, Panasonic has established itself as a preferred option for consumers globally, securing its sustained growth and stability.

A major benefit of Panasonic's worldwide presence is its capacity to utilize economies of scale. By having manufacturing plants strategically positioned across various continents, the company enjoys lower production expenses, resulting in more competitive product pricing. This cost-effectiveness allows Panasonic to uphold superior quality standards while remaining competitive in the price-sensitive electronics and appliance industries. The company's capacity to oversee production and logistics on a global level also enables quicker distribution, making certain that its products are easily accessible to customers no matter where they are located. This strong distribution network is vital for the brand's availability, supporting its dominance in multiple product categories.



Figure 3: Panasonic news that showws collaboration between Harvey Norman & Panasonic

Moreover, Panasonic's robust global presence boosts its capacity to cultivate strategic alliances and collaborations with other industry giants, regional enterprises, and tech innovators. For example, the company has effectively partnered with notable businesses such as Harvey Norman, uniting their objectives to create energy for a sustainable future. This collaboration illustrates how Panasonic utilizes its worldwide presence to generate synergies that improve product offerings and foster innovation. By establishing a foothold in important global markets, the company can leverage local knowledge, obtain essential insights into customer preferences, and develop innovations tailored to specific regions. This strategy has allowed Panasonic to broaden its range, from advanced automotive innovations to energy-saving solutions, maintaining a lead over its rivals. The capacity to innovate in line with global and regional trends is a major factor behind Panasonic's ongoing leadership in various sectors, demonstrating the company's ability to adjust and succeed in a changing marketplace.



*Figure 4: Panasonic and UNESCO strategic partnership agreement*

Moreover, by establishing a foothold in crucial international markets, Panasonic can leverage local knowledge, acquiring essential insights into consumer tastes and developing innovations tailored to specific regions. This strategy has allowed the company to expand its offerings across different sectors, ranging from cutting-edge automotive technology to energy-saving solutions, ensuring it stays ahead of industry trends. For instance, Panasonic's

partnership with UNESCO underscores its dedication to innovation via cooperative, practical efforts crucial for protecting our Planet. With this strategic partnership agreement, Panasonic and UNESCO will persist in their efforts to protect World Heritage sites, safeguard the environment, and educate future generations. Here we observe that Panasonic's robust global presence enables collaboration with numerous large organizations worldwide. The capacity to innovate in line with global and regional trends is a major reason Panasonic remains at the forefront of multiple industries. By adjusting to regional market demands and utilizing strategic partnerships, the company not only improves its competitive advantage but also showcases its ability to succeed in a changing market landscape.

Additionally, Panasonic's robust international presence significantly contributes to the company's capacity to tackle challenges and adjust to evolving market circumstances. Although encountering challenges in some areas, like the drop in heating system sales in Europe and consumer electronics in China (Wakayama et al., 2014), the firm's broad global presence allows it to adapt swiftly and modify its approaches. When facing challenges in a specific market, Panasonic can utilize its worldwide presence to redirect attention to other areas where there is higher demand or new opportunities. For instance, in spite of difficulties in Europe and the U.S., Panasonic has effectively taken advantage of the expansion of the electric vehicle industry in Japan by focusing its efforts on the production of electric vehicle batteries (Satoh, 2024). This adaptability showcases how Panasonic can respond to market shifts and continue to thrive in new, high-demand sectors.

It is evident that Panasonic's robust global presence is a vital advantage enabling the company to succeed in the competitive international market. Its extensive operations allow the company to capitalize on economies of scale, encourage innovation, establish strategic alliances, and maintain resilience amidst global economic difficulties. Panasonic's capability to sustain such a wide-ranging and efficient global network reflects its leadership and enduring presence in the international market.

### **6.1.3 Advanced Technological Innovation**

The technological progress of Panasonic is certainly among its most significant advantages. Technological advancements enable Panasonic to lead in market trends, responding to consumer needs and delivering products with enhanced performance, energy efficiency, and additional value. For instance, by integrating intelligent features into household



devices and electronic products, including voice activation, IoT (Internet of Things) integration, and energy-efficient technologies, Panasonic can offer items that meet the increasing need for smarter, more effective, and eco-friendly solutions. These technologies enhance user experience while tackling broader issues such as environmental effects, health, and convenience, establishing Panasonic as a company that recognizes and reacts to consumer needs. More evidence can be seen as Panasonic's Smart Home and Smart Building Solutions use IoT to enable energy monitoring, automation, and security. Their Panasonic Home Appliance Apps allow users to control and monitor their home devices remotely, showcasing their ability to lead in the smart tech space.

As new technology emerges daily, Panasonic is continuously enhancing their products to keep up with all the latest trends. Panasonic are also expertise in energy efficiency and sustainability. Panasonic leads in green technologies, having developed a wide range of products that focus on energy conservation and sustainability. This includes solar panels, energy-efficient motors, and smart home systems that help reduce power consumption. For example, Panasonic has integrated nanoeX technology into its ceiling fans. NanoeX technology is utilized in Panasonic products to enhance the quality of indoor air. It utilizes hydroxyl radicals, which are naturally found molecules, to prevent the growth of pollutants and odors. This approach not only tackles the primary role of cooling but also offers extra advantages such as air purification and humidity enhancement, attracting consumers who desire healthier living spaces. As stated by Galende and Fuente (2003), technological innovation influences commercial resources, organizational resources, and intentions. It affects the company or sector, suppliers, and clients. This serves as evidence that by embracing and adapting to new technology, Panasonic equips the company to foresee market changes, ensuring it remains ahead of rivals by regularly providing innovative and high-performing products that satisfy consumer needs for both practicality and advanced features while also positively impacting society.

An additional notable benefit of Panasonic's technological progress is its capacity to broaden its product range and enter new markets. As new technologies keep influencing consumer choices, Panasonic utilizes these trends to grow beyond conventional home appliances and electronic devices. By exploring areas such as smart home technology, energy-saving innovations, and connected health solutions, Panasonic places itself in a position to seize chances in rapidly expanding sectors like home automation, renewable energy, and healthcare. For instance, the firm's progress in energy-saving technologies enables it to deliver

environmentally friendly products to consumers that not only lower their carbon footprint but also provide long-term savings. These advancements guarantee that Panasonic stays significant in the future, aiding it in capitalizing on the growing need for intelligent homes and more eco-friendly living solutions.

To enhance the discussion of Panasonic's prowess in cutting-edge technological innovation, it is essential to emphasize the firm's significant commitment to research and development (R&D). Panasonic designated around \$3 billion for R&D in its fiscal year 2024, highlighting its dedication to maintaining a leading position in technological progress across multiple industries (Editorial Policy, n.d.). This substantial investment allows Panasonic to perpetually innovate and incorporate advanced technologies into its product range, guaranteeing that it addresses the changing demands of consumers. In this instance, it is evident how devoted Panasonic is to technological advancement, a crucial element in maintaining the company's edge over its rivals. Panasonic's power is rooted in its steadfast dedication to cutting-edge technology and its capacity to turn this dedication into effective, innovative solutions for its customers.

In general, Panasonic's emphasis on technological progress is a major factor in its overall performance and lasting success. Panasonic's ongoing dedication to research and development, the incorporation of new technologies into its product lineup, and its capability to expand into fast-growing industries establish it as a worldwide leader in the market. These advancements improve the consumer experience by providing smarter, more sustainable products while also boosting the company's operational efficiency and profitability. As Panasonic perseveres in innovating, adopting global trends, and responding to changing consumer needs, its technological progress will continue to be a key component of the company's strategy and its capacity to uphold a robust competitive advantage in the worldwide market.

## **6.2 Weakness of Panasonic**

Moving on to weakness. It indicates where a business faces challenges or lacks a competitive advantage. Panasonic (PMMA) has achieved success and occupies a significant position in the market, yet it is not without flaws. Its development might be slow or it could face disadvantages in specific regions relative to its rivals because of these flaws. The organization has made significant progress in addressing several of these issues, yet there remain numerous areas that could require attention. If the organization fails to address these

issues, it could struggle to capitalize on opportunities or remain competitive. Identifying and understanding these weaknesses is essential for the company's long-term strategic planning.

### **6.2.1 High Product Prices**

In various sectors, such as consumer electronics and home appliances, product prices may increase as a result of escalating raw material and manufacturing process costs. As production expenses rise, businesses encounter the difficulty of aligning competitive prices with their profits. If a business cannot sustain a price level that mirrors these increasing costs, it jeopardizes its ability to meet expenses, potentially resulting in unprofitability or even financial losses. For a firm like Panasonic, which emphasizes high-quality items with sophisticated features and energy efficiency, the difficulty becomes even more evident. Items created with advanced technology and an emphasis on energy efficiency typically incur greater manufacturing expenses, complicating Panasonic's ability to reduce prices without compromising profit margins.

In highly competitive markets, customers' sensitivity to prices greatly influences their buying choices, especially in categories like consumer electronics and home appliances. When multiple choices have similar specifications and performance, a lot of consumers will seek the least expensive option. Consumers in developing markets or those who are cost-conscious might be deterred by Panasonic's elevated prices. Panasonic loses sales opportunities due to competitors providing similar features at lower prices. Consequently, when competitors offer the same products for less, Panasonic might struggle to secure a bigger share of the market because of its elevated prices. Panasonic might experience a drop in sales if product expenses stay elevated. Sales will decline if consumers are not interested in purchasing the product due to perceptions of excessive pricing. A decline in sales can significantly harm Panasonic's financial performance, as sales volume is essential for maintaining profitability and market share. When Panasonic ventures into markets where consumers can find similar quality products at lower costs, the issue intensifies further. Consequently, Panasonic could struggle to grow its market share because of its elevated product prices, particularly in areas where cost is a crucial aspect in consumers' purchasing choices.

Additionally, Panasonic has been forced to increase product prices because of the rising costs of raw materials, posing a significant challenge to its market position. Certain Panasonic products have experienced price hikes to counteract the effects of increasing raw material costs. The company has chosen to transfer the extra cost to consumers by raising the selling price of

fans starting January 2022 (5% to 10% increase) and is projected to implement another price rise for additional products in April 2022 (Dayang Norazhar, 2022). Although raising prices to address increasing production expenses is crucial, this action might deter consumers, especially in regions where price sensitivity plays a significant role. These price increases, for instance, can dissuade potential customers in regions with elevated living costs from purchasing Panasonic products, no matter the quality or advanced features of the items. Consumers in developing nations and emerging markets are particularly susceptible to price increases due to their limited discretionary income. As a result, Panasonic might experience a decline in sales, negatively impacting their ability to draw in new customers and decreasing their market share.

While price hikes are typical in both business-to-consumer and business-to-business (B2B) markets, exchange norms indicate that such a rise disadvantages the customer. As a result, the customer is expected to reduce their involvement in the relationship, negatively impacting the revenue produced from that specific customer (Friess & Kassemeier, 2023). In these situations, customer demand usually diminishes disproportionately to rising prices because there is frequently ample supply of substitute items and an increase in suppliers globally, encouraging customers to shift to alternative suppliers when faced with higher expenses (Gallo, 2015).

Aside from that, elevated product prices are another worry as they might ultimately lead to a decrease in Panasonic's brand loyalty. Steadily rising costs might not be seen as reasonable by consumers, despite the fact that the company is well-regarded for its quality and innovation. This is especially the case when rivals improve the quality of their offerings. Options that offer competitive features at more attractive price points might become more enticing to consumers in a market where value for money is influencing choices. Potential long-term impacts on Panasonic's market penetration and growth may arise from the erosion of the company's loyal customer base due to this shift in consumer behaviour.

While Panasonic might appear to be at a loss by reducing prices, it's essential to tackle this matter to enhance sales and broaden its market presence. Some consumers see high prices as a sign of quality and cutting-edge technology, while others prefer affordability over brand image, particularly if the product fulfills their essential needs. Urban household consumption expenditure is 1.6 times greater than that in rural regions, consistent with the elevated average household income found in cities such as Kuala Lumpur, Selangor, and Johor (Zukri, 2020). City consumers might be more open to Panasonic's higher prices, but in rural regions, such as

Sabah and Sarawak, increased operational and transportation expenses raise prices further, making budget-friendly options more attractive. In order to successfully reach a larger audience, Panasonic ought to think about providing a selection of products at different price levels. This approach would serve both high-end and budget-minded customers, making certain that every market segment is included.

### **6.2.2 Lack of Product Design**

I will concentrate on Panasonic items that I think have certain deficiencies, particularly regarding ceiling fans, since this is the industry I am involved in. A prominent concern is the constrained selection of color choices and general visual attractiveness in Panasonic's fan collection. Although classic colors such as black, white, and gray continue to be essential, consumer tastes have changed greatly over time, emphasizing the demand for a broader range of contemporary design options. Items that offer enhanced customization and match personal aesthetic tastes are becoming more attractive to contemporary consumers, particularly in regions such as Malaysia. There is a strong demand for more vibrant designs that extend beyond conventional neutrals and include a broader spectrum of colors.

Currently, contemporary home design trends feature soft earth tones and beige as a base color palette due to the soothing, elegant, and minimalist feelings they evoke. Items in more attractive colors have surged in popularity in nations such as Malaysia, where design significantly influences consumer preferences. Individuals in these nations are prepared to invest more in products that enhance their home aesthetics. Nonetheless, most of Panasonic's ceiling fan designs are available in simple colors such as black, white, and grey, which may restrict the brand's attraction to consumers who prefer subtle, neutral aesthetics. These colors might appeal to specific groups, but they won't satisfy individuals seeking greater variety, colors, and a contemporary aesthetic in their kitchen tools.

In recent years, consumer preferences have noticeably shifted from minimalist designs to more vibrant and colorful options in interior decor. This shift is notably apparent in product categories like ceiling fans, as customers are more frequently looking for products that match their home's style and contribute a sense of character. Hong et al. (2022) state that in architectural design, incorporating colors and materials that resonate with the local environment and urban growth is essential for preserving a city's identity and cultural significance. In product design, consumers likewise anticipate that items such as ceiling fans will coordinate with their home decor, enhancing and complementing the overall aesthetic.

Nonetheless, Panasonic's existing products in this domain might be viewed as a drawback. Although the company is known for its functional and high-quality products, its design and color choices are somewhat constrained when compared to competitors that better meet the increasing demand for personalized, trendy home solutions. The lack of color variety and customization options in Panasonic's product design could limit the brand's capacity to adapt to the changing preferences of today's consumers.

Panasonic products are recognized for their smooth and subtle designs, reflecting classic sophistication. Nevertheless, these designs might not consistently meet the varied preferences of contemporary consumers. As consumer preferences keep changing, items that showcase diverse aesthetic tastes are gaining more popularity. Certain purchasers might believe that Panasonic's elevated costs are unwarranted for designs they consider overly simplistic or not in line with their individual tastes, especially when rival brands provide comparable features with more elaborate or attractive designs at reduced prices. The discrepancy between design and pricing can reduce the perceived worth of Panasonic products and lead to customer discontent.

Based on my observations, I believe that Panasonic's current method of product design conflicts with consumer desires. Consumers are progressively seeking designs that are varied and expressive, although straightforward and elegant patterns remain in demand. I think Panasonic ought to slowly offer a greater range of designs to stay competitive and relevant in the market. Prospective purchasers seeking more tailored or fashion-forward options may be discouraged by the absence of design variety. Users may perceive the price as excessive if they consider the design too simplistic or unappealing, particularly when rival companies provide similar features at lower costs with more attractive designs.

Panasonic could encounter significant repercussions due to this vulnerability. Rivals that respond more swiftly to consumer requests for tailored and distinctive product designs threaten Panasonic's market leadership. An increasing number of individuals, especially the younger and more fashionable, tend to purchase from brands that offer a diverse range of design choices, featuring numerous colors and patterns. Insufficient diversity in product appearance could result in diminished brand loyalty and reduced sales in markets where design significantly influences buying choices.



### 6.2.3 Fake Replica & Counterfeit issue

A major challenge Panasonic encounters is the increasing problem of counterfeit and imitation products. These fake products are created to replicate genuine Panasonic items but are frequently produced with inferior materials and lower-quality manufacturing processes. Consequently, they not only fall short of the quality that customers anticipate from a reputable brand such as Panasonic but also present significant safety hazards. This is a significant issue as it threatens Panasonic's established reputation for reliability and quality. If consumers unintentionally buy these fake products, they might suffer from inadequate performance or

Corporate Press Release

#### Online Advertisements Lead To Counterfeit Electrical Products Seized By Ministry During Raids

24-08-2020

Ministry and Panasonic Malaysia warn of safety risks in counterfeit electrical products



even harm, which directly harms the brand's reputation and diminishes consumer trust.

*Figure 5: Figure 5 shows a few counterfeits product that are sold in market*

The image above serves as clear evidence that Panasonic is confronted with the persistent issue of counterfeit products, which has become a significant weakness for the brand. This challenge is particularly evident in numerous global markets, where counterfeit Panasonic products are widely available and, unfortunately, have become somewhat normalized. These counterfeit goods are often sold at a lower price point, which can deceive consumers into thinking they are purchasing genuine Panasonic products. This situation not only damages the reputation of the brand but also erodes consumer trust, as the counterfeit items may not meet

the same high standards of quality, safety, and performance as the original products. The prevalence of such counterfeit goods outside of Malaysia is a growing concern, as it threatens to undermine the integrity of Panasonic's brand and negatively impact sales, particularly in markets where the company is striving to expand its presence. This ongoing issue highlights the importance of strengthening brand protection and educating consumers about the risks of counterfeit products.

The problem of counterfeiting is especially challenging for Panasonic for a number of reasons. First and foremost, it poses a direct risk to the company's brand image. Panasonic has spent many years establishing its reputation as a maker of trustworthy, high-quality electronics. When fake products are presented as genuine, it can result in customer dissatisfaction, which eventually impacts Panasonic's reputation. In addition, fake products reduce the sales of authentic Panasonic items by presenting a less expensive, inferior option. In areas where buyers are sensitive to pricing, the presence of counterfeit products may negatively impact Panasonic's market share, particularly as individuals choose fake items instead of pricier, authentic ones. This also results in monetary losses for the business. It additionally affects the economic growth of lawful businesses and consumers due to lost income, inactivity, and replacement expenses.

Moreover, fake goods pose legal and regulatory hazards. If counterfeit products are distributed via unauthorized avenues, Panasonic might encounter legal repercussions, penalties, or harm to its reputation. Additionally, fake electronics are frequently inadequately produced, making them potentially dangerous for consumers. Fake products not only damage the reputation and worth of a recognized company, but can also lead to harmful, and occasionally deadly, outcomes for the unaware consumer. This not only threatens safety but may also subject Panasonic to liability if fake products harm the user.

Additionally, this problem is not confined to a single region; it impacts various markets worldwide, although some places face it with greater intensity. For instance, China stands out as a key hotspot for fake goods, being both a large market for electronics and a center for counterfeit production. The nation encounters difficulties in enforcing intellectual property, creating a favorable environment for counterfeiters to prosper (Singh, 2023). Following that, as noted by Mishra & Rana, 2019, the problem is significant in India, given that the market is very price-sensitive, and fake products frequently attract buyers searching for less expensive options. These areas are recognized for a significant prevalence of fake electronics in local shops and online platforms. Finally, in Africa, especially in nations such as Nigeria and South

Africa, the demand for counterfeit goods is expanding swiftly, as numerous consumers are opting for fake products because of their cheaper costs (Mohamed, 2023). In all these sectors, counterfeiting continues to be a significant issue for Panasonic.

Nonetheless, in spite of the efforts made by Panasonic, the issue of counterfeiting remains, continuing to represent a substantial drawback for the company. A primary factor is the emergence of online marketplaces such as eBay, Alibaba, and Amazon, where fake products can be effortlessly marketed to a worldwide audience. These platforms frequently hinder Panasonic's ability to monitor and manage the sales of counterfeit items, allowing fraudsters to access a broad audience of consumers with minimal obstruction.



*Figure 6: Panasonic news advertised customer on fake product in the market*

As seen in the image above, I observed that Panasonic has put significant effort into highlighting the issue of counterfeit products directly on its official website. The organization regularly releases news and information about counterfeiting concerns to alert customers and the public about the dangers linked to counterfeit items. This is a crucial move in informing consumers, yet even with these proactive measures, the counterfeit problem continues to be persistent. The prominence and availability of counterfeit products in specific areas pose a significant challenge for Panasonic to address, especially in light of the worldwide scope of e-commerce today. Therefore, I strongly believe that counterfeit and imitation products will

continue to pose a significant challenge for Panasonic in the near future if proactive measures are not implemented. As new products are perpetually created, there will always be people who take advantage of these innovations for their own benefit. This ongoing problem not only damages the company's brand reputation but also threatens consumer safety and confidence. In spite of attempts to address this issue, the occurrence of fake goods will probably continue as long as there is a demand for these items.

### **6.3 Opportunities**

Next, possibilities. It illustrates how a business can leverage favorable conditions to enhance and solidify its market stance. Although it leads the market, Panasonic (PMMA) has significant potential for growth and innovation. These opportunities arise from new technology, consumer preferences, and market trends aligning with the company's capabilities. By seizing these opportunities, Panasonic can enhance revenue, product excellence, and profitability. To take advantage of these opportunities, however, awareness of the market and imaginative creativity are necessary. The company must seize these opportunities to uphold its dominance in the industry and ensure lasting success.

#### **6.3.1 Government Incentives for Energy Efficient Products**

The worldwide shift towards sustainability and increased environmental consciousness in recent times has influenced both government policies and consumer habits. Panasonic anticipates gaining significantly from government subsidies aimed at promoting green technologies as companies increasingly focus on energy-efficient products. The Malaysian government has initiated several projects aimed at encouraging sustainable lifestyles and energy efficiency. By utilizing these incentives, Panasonic can enhance its market standing, reduce operational expenses, and aid environmental objectives, thereby benefiting both the company and the broader community.

Malaysia has increased its dedication to achieving carbon neutrality by 2050 via various initiatives outlined in the Green Technology Master Plan Malaysia 2017 to 2030 and the Twelfth Malaysian Plan (2021 to 2025). The Malaysian government has been actively promoting sustainability through various initiatives that provide financial incentives for both businesses and consumers. As reported by Bernama, Prime Minister Datuk Seri Anwar Ibrahim for 2024 has set aside up to RM70 million in e-rebates to motivate consumers and industries to invest in energy-efficient electrical devices. The government also states that they aim to

motivate industries to swap out outdated units of their products for more energy-efficient versions, which can certainly aid in lowering energy usage.

Panasonic has a major chance to improve its market standing by taking advantage of government incentives designed to encourage energy-efficient technologies. These benefits, including the Green Investment Tax Incentives and initiatives like the Green Technology Financing Scheme (GTFS) 4.0. This initiative will endorse six critical sectors: Energy, Manufacturing, Transport, Construction, Waste Management, and Water. Additionally, GTFS 4.0 provides a government guarantee of 60% to 80% on green technology expenses funded by Participating Financial Institutions (PFIs), along with a 1.5% yearly rebate on interest/profit rates (Teow, 2024). The government will finance a maximum of RM 100 million for up to 15 years if green products are being produced. By synchronizing Panasonic's products with these governmental programs, Panasonic can significantly reduce the financial obstacles for customers looking to buy energy-efficient solutions. This strategic alignment with government policies not only boosts Panasonic's competitive advantage but also advances wider environmental objectives, strengthening the company's dedication to innovation and responsible business practices. In the end, by capitalizing on these government incentives, Panasonic can grow its clientele and enhance market presence while aiding the shift toward a more sustainable future.

Furthermore, one of the measures taken by the Malaysian Government is the implementation of tax incentives for companies. Panasonic may also eventually benefit from government tax incentives. The Government has declared the prolongation of the Green Investment Tax Allowance (GITA) or Green Investment Tax Exemption (GITE) for Green Projects. Panasonic can apply for GITA, which offers a 100% tax allowance on qualifying capital expenditures for green technology projects. This can reduce the overall tax burden and encourages further investment in sustainable innovation. While for **GITE**, Panasonic can potentially receive full exemption from income tax on profits derived from green technology projects, boosting profitability while supporting environmental goals (Hassan, 2024). So in order to achieve all the incentives according to Teow, 2024 states that Panasonic needs to lessen environmental harm, lower emissions, enhance health, save resources, and utilize certified equipment approved by MyHIJAU or MGTC. As a result, the company will receive a Green Investment Tax Allowance amounting to 100% of eligible capital expenditures made on green technology projects for a duration of three (3) years starting from the date of the initial qualifying capital expenditure (CAPEX) incurred. These financial incentives will reduce

manufacturing and product development costs, allowing Panasonic to allocate more resources to research and innovation. Thus, Panasonic can free up resources for further innovation and product enhancements, especially in energy-efficient consumer electronics. The tax incentives also can directly reduce the cost of producing and marketing products that align with Malaysia's commitment to sustainability, such as energy-efficient air conditioners, fans, and other appliances.

The opportunity to enhance Panasonic's reputation as a socially responsible, environmentally conscious company offers yet another significant possibility. Panasonic can assert its dominance in the green technology sector by actively backing government initiatives focused on sustainability. This reputation can enhance customer loyalty, draw in environmentally conscious consumers, and foster strategic partnerships with government bodies, NGOs, and other firms committed to sustainability. Panasonic's involvement in energy-saving technologies allows the company to differentiate itself from competitors as shoppers look for products that align with their values, thereby reinforcing its market dominance.

Consequently, for Panasonic, the incentives provided by the Malaysian government for energy-efficient products present excellent opportunities. Panasonic can undoubtedly expand its market share, reduce costs, and strengthen its environmental dedication by optimizing financial assistance, tax breaks, and consumer incentives. These opportunities will enhance Panasonic's market competitiveness and promote environmental sustainability along with long-term growth for the company. Panasonic is set to leverage government incentives and establish itself as a leader in the global green technology sector as the demand for sustainable technologies continues to rise.

### **6.3.2 E-commerce Growth**

Panasonic and various other firms can leverage the expanding e-commerce sector to connect with additional customers and increase sales. As noted by Wei et al., 2018, it was discovered that Malaysians favor e-commerce platforms like Lazada, Shopee, Mudah.com, and TikTok Shop, where online consumers can buy products and services. This happens because various third parties or businesses supply information for consumers' prompt decision-making. Online shopping is gaining popularity among consumers due to its convenience, variety, and competitive pricing, especially as digital platforms continue to transform the retail landscape. As online shopping expands, Panasonic might broaden its customer base globally, attract greater interest, and penetrate new markets.



It's important to clarify that Panasonic does have its own website where customers can purchase their products. However, in today's digital age, many consumers prefer shopping on popular platforms such as Lazada, Shopee, and others, where they can easily browse, compare prices, and find deals. Some customers may not even be aware that Panasonic's official website offers products or runs promotions. Additionally, while Panasonic does have accounts on platforms like Shopee, Lazada, and TikTok Shop, they need to be more active on these channels. Leading brands today leverage these platforms for marketing, promotions, and customer engagement. By doing so, Panasonic can tap into the growing trend of e-commerce and better reach their target customers, ultimately benefiting from the surge in online shopping. Therefore, Panasonic should focus on enhancing its presence and participation in the e-commerce space to capitalize on this growth.

Increasing the customer base is a significant advantage of the e-commerce revolution. Due to e-commerce, companies can sell their products globally, removing the geographical constraints faced by traditional physical stores (None Parikshith G & None Dr. Gobi Natesan, 2023). This indicates that Panasonic can connect with customers worldwide through its broad range of products, which features consumer electronics, household appliances, and eco-friendly technology. Panasonic is experiencing new growth opportunities due to the increasing significance of online shopping platforms, enabling the company to reach customers globally.

Furthermore, Panasonic possesses a fantastic chance to take advantage of the swift expansion of e-commerce, potentially boosting its market presence and customer interaction. By utilizing online platforms, Panasonic can offer a more personalized shopping experience suited to individual consumer tastes, thus appealing to a wider audience. The incorporation of cutting-edge technologies like artificial intelligence (AI) and advanced data analytics enables the company to obtain valuable information regarding customer behaviors and preferences. This allows Panasonic to use predictive analytics, which forecasts customer demands and provides tailored product suggestions and focused promotions, thereby boosting sales and improving consumer interaction (Ali & Harrison, 2022).

Moreover, the collaboration between AI and big data analytics encourages innovation along the customer journey, ranging from tailored shopping experiences to automated support through chatbots and virtual assistants. By employing these technologies, Panasonic can greatly enhance its product recommendations, marketing approaches, and customer service solutions. Consequently, the company has the potential to enhance customer engagement,

improve conversion rates, and increase overall revenue while fostering brand loyalty through tailored marketing efforts (Chaffey, 2021).

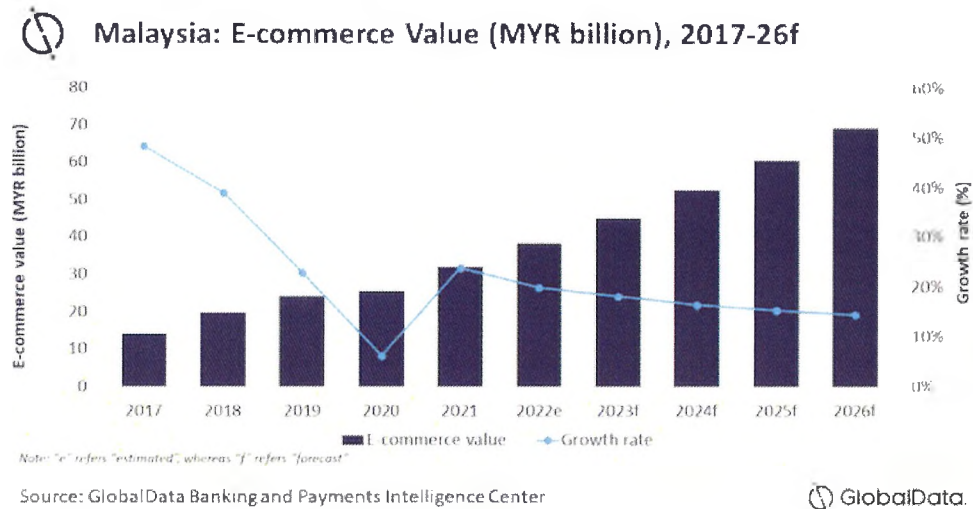


Figure 7: Figure 7 shows the chart data for E-Commerce value from 2017 until 2026

Chart above shows a general upward trend in e-commerce value from 2017 to 2026. This indicates that the overall e-commerce market is expanding, which means there are more opportunities for businesses to engage in online retail and increase sales. Even as the growth rate slows from 2021 to 2026, the absolute e-commerce value is still on the rise (Dong, 2022). Panasonic could tap into mature markets by offering specialized or high-end products that appeal to niche online consumers who are looking for premium products with convenient delivery options. Additionally, Panasonic is ideally situated to take advantage of Malaysia's swiftly expanding e-commerce sector. As reported by DOSM, 2024, Malaysia's e-commerce revenue by establishment experienced a year-on-year increase of 3.8 percent in the third quarter of 2024, reaching RM307.9 billion. This was mainly propelled by the Manufacturing and Services sectors. In the prior year, e-commerce revenue for 2023 reached RM1.2 trillion, experiencing a 4.9 percent increase from the year before. This potential growth highlights the necessity for Panasonic to capitalize on this chance to enhance its online visibility and reinforce its market standing.

Furthermore, the transition to e-commerce enables Panasonic to optimize its processes and lower expenses relative to conventional retail techniques. Online marketplaces generally provide enhanced inventory control, quicker order processing, and reduced operational costs (Kumar & Singh, 2021). By enhancing its distribution and supply chain via e-commerce channels, Panasonic can guarantee dependable and prompt product delivery, a standard that

today's consumers have come to expect. By having fewer physical stores to oversee, the company can direct more resources into digital marketing, product development, and other strategic efforts.

Additionally, one of the numerous benefits of online shopping is the growing trend of mobile purchases. Mobile Commerce, often referred to as M-commerce, is described as the trading of products online through mobile devices. Currently, the contemporary world is nearing a surge of applications and services that are rendering M-commerce reachable from mobile devices that enable the online service. It encompasses innovative technologies, services, and business frameworks. Mobile applications and smartphones have enabled an increasing number of individuals to shop while they are on the go. Panasonic will certainly take advantage of this chance to boost their sales since, in Malaysia, mobile commerce represented 46% of total e-commerce sales in 2020, and it is expected to rise to 54% by 2025. Mobile platforms frequently achieve higher conversion rates compared to conventional e-commerce platforms. In other words, merely embracing mobile commerce might boost sales and income for online retailers. Panasonic can improve or refine its mobile buying platform to ensure it is user-friendly, secure, and straightforward. Panasonic could attract a broader base of tech-minded consumers who like to shop while on the move by enhancing its mobile platform and offering exclusive promotions specifically for mobile users.

Consequently, Panasonic could capitalize on the growth of online shopping to enhance its brand visibility, improve connections with current customers, and optimize internal operations. Panasonic can leverage the e-commerce surge and position itself for sustained success in a digital-centric future by enhancing its online sales platforms, utilizing data analysis for precise marketing, and ensuring a seamless omnichannel experience. Panasonic needs to adopt e-commerce to meet the expectations of contemporary consumers and stay competitive in the global market as purchasing habits evolve.

### **6.3.3 Rising Demand for Sustainable Product**

In recent times, there has been a notable change in consumer preferences towards eco-friendly and sustainable products. As understanding of climate change and environmental harm increases, consumers are progressively looking for brands that resonate with their principles, especially regarding sustainability. The increasing demand for eco-friendly products offers a significant chance for Panasonic to solidify its position as a frontrunner in the sustainable technology industry. By concentrating on the creation and promotion of energy-efficient and

eco-friendly products, Panasonic can access this expanding market and address the changing demands of consumers

### Sustainable shoppers across all age groups willing to pay more for eco-friendly products

% of those who agreed with the statement: "I don't mind paying more for products that are good for the environment."



Sustainable shoppers are defined as those who agree with the statement: "I prefer brands that are sustainable."

YouGov

YouGov Profiles, April 2022

*Figure 8: Figure 8 shows a data chart of willingness of Malaysian to pay for eco-friendly product*

The chart above provides strong evidence of the growing demand for sustainability. Consumers across all age groups are undoubtedly willing to pay more if it means benefiting the environment. Products that are eco-friendly, while maintaining high-quality innovation, truly deserve recognition and success in today's market. Not to mention, a significant factor influencing the demand for sustainable products is the growing environmental consciousness among consumers. Amid growing worries regarding climate change, resource exhaustion, and pollution, both individuals and companies are seeking methods to lessen their ecological footprint. In this context, products that are energy-saving, crafted from sustainable materials, or aimed at minimizing waste have gained significant appeal (Ma et al., 2022). Panasonic, with its broad range of energy-saving appliances, solar products, and eco-friendly technologies, is ideally suited to fulfill this demand. By emphasizing the creation of products that reduce energy usage and promote a sustainable way of living, Panasonic can attract environmentally aware consumers looking for solutions that align with their ecological principles.

Alongside consumer awareness, the increasing emphasis on corporate social responsibility (CSR) is fueling the desire for sustainable products. Modern companies cannot thrive in today's competitive market without participating in Corporate Social Responsibility (CSR) activities. As more companies focus on sustainability in their operations, they are prioritizing the purchase of energy-efficient products and green technologies. Firms that put money into eco-friendly practices not only lower their operational expenses but also enhance their corporate image (Kumar, 2024). This has generated a considerable market for companies that offer sustainable products, especially in areas like construction, hospitality, and manufacturing. Panasonic can capitalize on this trend by providing sustainable solutions customized for corporate clients, like energy-saving HVAC systems. By establishing itself as a supplier of sustainable solutions for companies, Panasonic can access a profitable market niche and grow its clientele.

Additionally, the increasing need for sustainable products offers Panasonic a chance to stand out from its rivals. With an increasing number of companies launching eco-friendly products, a strong dedication to sustainability can set Panasonic apart. By persistently innovating and enhancing the sustainability of its products, like using recyclable materials or creating more energy-efficient technologies, Panasonic can reinforce its brand identity as a leader in the green technology industry. This distinction not only appeals to environmentally aware consumers but also establishes the company as a reliable brand committed to sustainability.

In summary, the increasing need for eco-friendly products offers a major chance for Panasonic to grow its market presence and strengthen its brand reputation as a pioneer in sustainable technologies. As consumers, businesses, and governments place greater emphasis on sustainability, Panasonic is uniquely positioned to address these demands with its wide array of energy-efficient and eco-friendly products. By synchronizing its product development and marketing approaches with the increasing need for sustainable solutions, Panasonic can strengthen its role in the green technology industry and aid in creating a more sustainable future.

## **6.4 Threats**

Threat, in contrast, draws attention to outside forces that may have an adverse effect on an organization's performance or growth. Despite its many advantages, Panasonic is vulnerable to a number of risks that can cut into its sales and profits. Furthermore, the corporation may

face substantial obstacles due to disruptions in the supply chain and uncertainties in the global economy. Panasonic may find it difficult to keep up with the competition or reach its long-term objectives if these outside forces are not handled.

#### **6.4.1 Intense Competition**

The rising competition in the vast consumer electronics and home appliance sector presents a significant threat to Panasonic if the company is not vigilant. Panasonic must avoid complacency, despite being a well-established, trusted brand with a strong reputation. The competitive landscape is constantly evolving as new companies emerge, each capable of attracting customers with their innovative concepts and offerings. Therefore, Panasonic cannot afford to be idle if it aims to maintain its leading market position; it must consistently innovate.

Prominent competitors such as Alpha, Khind, and others pose significant competition to Panasonic across various product segments. These companies distinguish themselves by offering exceptional quality, competitive pricing, and superior customer support. In the home appliance market, several brands are renowned for their innovative display technology and high-quality products. Alpha, in particular, stands out as a formidable competitor in the ceiling fan market with its diverse range of product designs. Additionally, other brands are competing in the lower price range, offering products that maintain high quality, further intensifying the competition.

Panasonic is a leading international corporation with a robust presence and a strong market standing. Nonetheless, the ongoing rise of new rivals presents a possible danger to its position. Well-established brands such as LG, Samsung, and Sony are continually launching innovative products, propelled by the swift speed of technological progress. These competing products frequently showcase more creative designs, improved energy efficiency, and attractive features that draw consumer attention. In order to protect its market share and stay competitive, Panasonic needs to lead the way by consistently innovating and adjusting to changing consumer needs.

During my internship at Panasonic, I noticed that although Panasonic keeps introducing innovative products, competitors are greatly enhancing standards regarding creativity and innovation, highlighting the necessity for Panasonic to constantly evolve and remain ahead to preserve its competitive advantage. Although it is assumed that companies that produce and manage will distinguish themselves in the competitive market, it is acknowledged that



businesses resistant to development and change will be easily defeated in the marketplace (Zafer Adiguzel, 2020). As a result, numerous new competitors focus on specific segments of the market or employ creative strategies to address the changing demands of their intended audience. Panasonic will struggle to maintain its market leadership unless it continually invests in product development and engages with customers, particularly when faced with competitors that provide superior customer service or more attractive pricing.

Panasonic must continue to innovate in order to maintain its competitiveness and guarantee that its goods continue to satisfy changing consumer demands. This entails working to become the first mover which means introducing innovative features before the competition does rather than merely catching up to rivals. With products that not only match but also outperform existing options in terms of technology, performance, and customer happiness, Panasonic will be able to establish itself as a market leader. In an increasingly crowded and competitive industry, Panasonic will need to continuously push the boundaries with new innovations, whether in energy efficiency, smart functionality, or other distinctive characteristics, in order to stay relevant and draw in devoted customers in an increasingly crowded and competitive market.

Thus, Panasonic cannot ignore the threats posed by intense rivalry in a large, constantly evolving sector. Panasonic needs to uphold its focus on innovation centered around consumers, flexible business strategies, and ongoing product evolution to stay competitive against rivals who continually improve their offerings with superior quality, pricing, and customer service. By doing this, it will maintain its leading market position, attract dedicated customers, and fend off these emerging competitors.

#### **6.4.2 Political and Regulatory Risk**

Political and regulatory risks pose a significant concern for Panasonic because they can significantly impact the company's operations, profitability, and overall market strategy. Multinational corporations such as Panasonic may face uncertainty and challenges stemming from political turmoil, shifts in government policy, and changing regulations in key markets worldwide. To maintain its competitive edge, Panasonic needs to effectively manage these risks that may disrupt supply chains, increase operational expenses, and limit market access.

In terms of sending its goods to international markets, Panasonic views regulatory risk as a significant issue. My internship experience has highlighted the significance of ensuring

that exported items, especially electronics, possess all required certifications and adhere to all relevant regulations prior to departing from the origin. In the realm of electronics, for example, each country has distinct rules regarding what defines a safe device and its required performance standards. Electrical products from Panasonic sold in Malaysia must have SIRIM certification to ensure they meet local safety and quality standards. If Panasonic intends to export its goods to nations such as Vietnam, it must adhere to local regulations and standards to effectively clear customs. In Sri Lanka, for instance, the organization responsible for standards is the SLSI, which represents Sri Lanka Standards Institution. A company must adhere to SLSI regulations and obtain certification that indicates a product is made in accordance with Sri Lanka Standard Specifications, allowing it to be bought with a guarantee of quality (SLSI, 2020). Consequently, products aiming to enter the markets of foreign countries must also adhere to the particular rules established by the regulatory bodies of those governments.

For instance, to ensure that electronic devices like ceiling fans comply with safety standards in certain nations, their voltage must not go beyond designated thresholds. The sale or import of the product into those markets depends on Panasonic's capacity to meet these standards. As a result, there is a possibility of penalties, increased costs for re-engineering or testing, and setbacks. Different countries possess unique testing procedures, certifications, and regulations, complicating the navigation of diverse requirements for various markets. Panasonic faces the danger of damaging its business by facing entry barriers in key markets if it fails to adhere to or remain informed about these regulations.

Political unrest or shifts in government leadership in regions such as Southeast Asia, where Panasonic is significantly established, can lead to unpredictability in the business environment. A shift in the ruling party or political instability in nations such as Thailand or Malaysia, for example, might lead to alterations in local laws impacting production, labor regulations, or tax policies. This disruption to Panasonic's operations and supply chains can lead to delays or increased costs (Dong et al., 2021). Moreover, alterations in government policies, including price caps, subsidies, or increased taxes, may affect Panasonic's target market and influence consumer confidence and spending behaviors (Zhou & Yuen, 2020).

The growing occurrence of protectionist measures in many countries is another significant element of regulatory and political risk. Panasonic's ability to penetrate new markets or sustain operations in existing ones may be obstructed by protectionism, which shields

domestic industries through import prohibitions, subsidies, or tariffs (Zahoor et al., 2023). Companies with a global focus, such as Panasonic, for example, may experience challenges due to the protectionist trade measures implemented by countries like China and the US in recent years. Because of local rules or tariffs, Panasonic may have a harder time sourcing resources efficiently, selling products internationally, or even making products in some countries as a result of these policies.

Maintaining a flexible mindset and adapting to new regulations across different sectors is essential for Panasonic in handling political and regulatory risks. The company must monitor political developments, engage with legislators, and adjust its strategies if any unforeseen events occur. To stay aligned with constantly evolving regulations and to successfully advocate for favorable terms, Panasonic, among others, can gain from robust connections with governmental and regulatory bodies. Additionally, by diversifying its operations across multiple regions and markets, it can reduce the impact of political or regulatory challenges in a single country.

#### **6.4.3 Reduce in Sales**

Additionally, all companies will inevitably encounter a decline in sales risk if they are not managing effectively. Just like Panasonic, a substantial risk to Panasonic's operations is certainly a decline in sales, which can arise from multiple elements including shifting consumer tastes, economic recessions, heightened competition, or even internal difficulties. As a worldwide brand, Panasonic is susceptible to market variations and shifts in consumer behavior that may impact the demand for its products. A drop in sales can directly affect the company's revenue, profitability, and market position, making it vital for Panasonic to foresee and tackle these issues successfully to ensure growth and stability.

A major factor contributing to the decline in sales is changing consumer preferences. As technology and ways of living progress, the demands and anticipations of consumers likewise transform. Should Panasonic not adjust to these changes, its products could lose appeal in comparison to those of its rivals. For instance, younger buyers might seek more tailored, intelligent, and eco-friendly products, whereas older buyers might prioritize cost-effectiveness and dependability. Should Panasonic fail to synchronize its product development with these changing preferences, it may lose market share to rivals who are better attuned to consumer trends. The emergence of new brands providing innovative features, cheaper alternatives, or

enhanced customer experiences further heightens the competition and may result in decreased sales for established firms such as Panasonic.

Economic recessions and changes in consumer spending pose a major threat to the sales of firms such as Panasonic (Mandal, 2022). In periods of economic uncertainty or recession, both individual consumers and companies usually reduce non-essential expenditures, as both parties adopt more cautious spending behaviors. Consequently, businesses might experience decreased demand for items such as electronics, household appliances, and various technological advancements. Panasonic, active in both consumer and B2B markets, faces the threat of declining sales in these areas. For example, individual buyers might wait to upgrade their gadgets or appliances, whereas companies may defer or reduce spending on new technologies or machinery. This drop in demand could adversely affect Panasonic's sales, compelling the company to modify its strategies in reaction to changing market conditions. To address these challenges, Panasonic needs to implement proactive approaches, such as broadening its product lineup, providing more budget-friendly options, or concentrating on improving the value proposition of its high-end products, thereby maintaining its resilience amid economic fluctuations.

Subsequently, amidst uncontrollable times like the COVID-19 pandemic, Panasonic, similar to numerous other companies, encountered considerable difficulties in adapting to the extraordinary situation. The pandemic disrupted worldwide supply chains, reduced consumer expenditure, and compelled businesses to adjust to new operating methods, such as remote work and digital-first approaches. For Panasonic, this was a time when rapid decision-making and flexibility became crucial to stabilize its operational activities. Since this was the first experience handling a crisis of such scale, the company needed to quickly adapt its strategies, upgrade its technological skills, and retrain its employees to stay competitive and robust. This experience underscores the value of flexibility and creativity in managing unpredictable periods while maintaining lasting sustainability. For example, in times of economic downturns, consumers often focus on essential items instead of luxury electronics, whereas companies might delay purchasing new machinery, both of which could adversely affect Panasonic's revenue in these areas (Warrender, 2023). Likewise, throughout the COVID-19 pandemic, many businesses encountered interruptions, with 35% halting operations during the Movement Control Order (MCO) and an average sales decrease of around 25% in comparison to the previous year (Kuriakose & Tran, n.d.). These instances emphasize the necessity for businesses to be ready for unexpected events that can affect sales and overall effectiveness. Consequently,

Panasonic needs to implement an effective strategy to foresee and reduce the risks presented by these unforeseen obstacles.

In summary, a decline in sales presents a significant risk to Panasonic's future success. By comprehending and adjusting to evolving consumer tastes, economic factors, and competitive challenges, Panasonic can reduce this risk and maintain its growth. Emphasizing innovation, preserving a competitive advantage, and broadening its product range will be crucial for sustaining sales and keeping Panasonic's status as a frontrunner in the worldwide market.

## **7.0 RECOMMENDATION**

Based on the challenges I identified and analyzed, I have outlined several recommendations for Panasonic to address these issues effectively. Each recommendation is tailored to tackle specific problems while fostering long-term growth, improving operational efficiency, and strengthening the company's competitive position in the market. These suggestions aim to provide actionable strategies to help Panasonic adapt and thrive in an evolving business landscape.

### **7.1 Leverage Strong Global Presence to Drive E-commerce Growth and Sustainability Initiatives, with a Focus on Social Media.**

Panasonic can leverage its worldwide presence to enhance e-commerce, social media interactions, and sustainability, which are three significant consumer behavior trends. Due to the increasing demand for eco-friendly products and the rising utilization of digital platforms for buying choices, the organization's robust brand recognition across various nations positions it well for online commerce (Miguel & Miranda, 2023). Panasonic needs to modify its approach to align more effectively with younger demographics, particularly Gen Z, as they play a growing role in global buying patterns, to enhance its worldwide presence.

Gen Z, while less aware of Panasonic compared to Millennials or Gen X, is an emerging and profitable consumer group that values environmental sustainability in their purchasing decisions. Deloitte (2023) discovered that 71% of Gen Z and Millennials are concerned about climate change and more than half assess a company's environmental policies prior to applying. This indicates that this generation recognizes environmental problems and experiences a sense

of urgency to take action, as climate change would impact them more directly than past generations. Panasonic ought to seize this opportunity to match their values in order to enhance both their profits and the environment. Panasonic's eco-conscious and energy-saving products make it suitable for these customers. Nonetheless, the company needs to modify its strategies to align with the requirements of this demographic.

A recent survey of upscale home buyers aged 18-34 revealed that Panasonic enjoys a brand awareness of 74%, but Gen Z and Millennials encounter significant obstacles to greater engagement. Panasonic's limited visibility on Gen Z's preferred social media channels such as TikTok, Instagram, and YouTube is a significant problem. The organization faces challenges in producing content that resonates with this generation's visual preferences and way of life (Meaningful Engagements: Insights, Innovation Drive Regional Initiatives to Connect With Younger Generations | Employees/Partners | People | Feature Story, 2024). Panasonic should boost their social media involvement by producing genuine, attractive content that connects with Gen Z. In this way, Panasonic could enhance its influence and establish credibility with Gen Z by collaborating with influencers that align with their values, especially those prioritizing sustainability, technology, and environmentally friendly lifestyles. Panasonic can connect with Gen Z effectively by engaging with cultural events and interests such as music, entertainment, and sports.

Panasonic can leverage its worldwide presence to enhance and tailor e-commerce experiences. Panasonic can connect with Gen Z more effectively due to the increasing merger of social media and e-commerce. In Malaysia, consumer behavior is heavily influenced by social media, transforming the digital environment. According to MSN (2024), Malaysia has 28.68 million active social media users, representing 83.1% of the population, marking a 20% increase over the past year. This rise in social media usage is a significant shift in the purchasing habits of young Malaysians. Social media has evolved into online marketplaces where each scroll could lead to a buy. TikTok, particularly for Gen Z, merges entertainment with commerce and significantly impacts their buying behaviors.

I think that this is the perfect moment for Panasonic to actively connect with Gen Z. As mentioned before, this generation is significantly dedicated to sustainability and usually favors brands that are eco-friendly. Nonetheless, they might not completely understand the products we provide or how Panasonic resonates with their principles. To successfully engage them, Panasonic needs to improve its marketing strategies, especially on social media platforms that



play a key role in Gen Z's everyday activities. By customizing our communication to highlight sustainability, innovation, and the significance of our products to their way of life, we can cultivate a deeper bond with this audience. Besides boosting brand awareness, a thoughtfully designed digital marketing plan can foster enduring connections with Gen Z consumers, increasing the likelihood that they will select Panasonic products that reflect their values and preferences.

Gen Z is digital-first, seeking a seamless, convenient, and values-aligned online shopping experience. To meet these expectations, Panasonic should optimize its e-commerce platform for easy navigation, fast checkout, and personalized recommendations. By using global analytics, Panasonic can tailor its services to local sustainability preferences and government incentives. Incorporating tools like carbon footprint calculators and energy savings estimators would help Gen Z understand the environmental impact of their purchases. A "Sustainability Hub" on Panasonic's website could highlight the company's environmental efforts, energy-efficient products, and eco-friendly financial incentives, making sustainability information easy to access and compare. Maybe standing out by doing something different like this from the competition could be a great strategy for Panasonic because by taking a creative approach definitely can sets the brand apart and at the same time would encourage Gen Z to choose sustainable products, aligning with their values.

## **7.2 Leveraging Government Incentives to Offset High Product Prices and Enhance Appeal of Energy-Efficient Products**

In Panasonic's situation, the firm has established its name by providing high-quality, energy-saving products that deliver lasting savings for consumers. Nonetheless, the elevated price that represents the sophisticated features and energy efficiency might discourage certain budget-conscious consumers, especially in regions where economic recessions or varying spending habits affect buying decisions. Although certain consumers might value the ecological advantages of energy-efficient goods, others could hesitate to invest the greater initial expense, particularly when they notice comparable items from rival brands available at a reduced price.

To tackle this issue, Panasonic can utilize government incentives for energy-efficient products to counterbalance the elevated product costs. Numerous governments across the globe provide tax rebates, subsidies, and various financial incentives to promote the use of energy-

efficient technologies. Firms in Malaysia that offer energy-efficient products or services can qualify for various subsidies, grants, and tax reductions from the government. These incentives may assist Panasonic in reducing the expenses associated with creating energy-efficient products, thereby facilitating the company's investment in novel and innovative concepts (Heng, 2022). By integrating these incentives into its marketing and sales approaches, Panasonic can lower the perceived expense of its premium offerings, thus making them more attainable for a wider audience of consumers. These incentives might enable Panasonic to provide its products at a more competitive price without compromising the quality of its product range and profit margins.

Furthermore, integrating government incentives into the pricing structure would help Panasonic maintain its profitability while staying competitive in the marketplace. If Panasonic were able to offset some of the high production costs with government support, the company could reduce the upfront cost to consumers without sacrificing its profit margins. This strategy could make Panasonic's products more appealing to environmentally conscious consumers who are concerned with both their long-term savings and their environmental impact but may otherwise be deterred by the higher initial cost.

Moreover, although these products provide long-term energy savings and ecological advantages, the upfront cost can be a considerable obstacle for numerous individuals. To address this challenge, Panasonic ought to focus on forming strategic alliances with financial organizations. Through partnerships with banks and other financial entities, Panasonic can provide appealing financing alternatives for consumers, enhancing the accessibility and affordability of energy-efficient products. These alternatives might consist of low-interest loans, rebates, and longer payment terms, allowing consumers to distribute the expenses over time and making the initial investment easier to handle. This strategic method not only improves the cost-effectiveness of Panasonic's offerings but also corresponds with the Malaysian government's initiatives to foster energy efficiency, such as the Green Technology Financing Scheme (GTFS) (Ministry of Finance Malaysia, 2024). An example to consider is Panasonic's PowerOn financing initiative, which offers adaptable payment options for homeowners buying energy storage systems, enabling them to benefit from no initial payment and reduced monthly payments (PR Newswire, 2020). These financing solutions not only reduce the financial pressure on consumers but also motivate them to invest in sustainable technologies that aid in creating a greener future. Research indicates that the availability of financing options greatly impacts consumer adoption of energy-efficient technologies (Sorrell,

2007). By enhancing the accessibility and affordability of these products, Panasonic can boost sales volume while also fostering the broader acceptance of sustainable technologies in the Malaysian market.

By vigorously advocating these government-supported incentives, Panasonic can enhance its brand standing as a sustainability leader, which will help draw in new customers and build loyalty with current ones. As an increasing number of consumers look for products that match their environmentally friendly principles, utilizing these incentives not only boosts the appeal of Panasonic's energy-efficient price but also aids the company in distinguishing itself from its rivals. Ultimately, by utilizing available government incentives, Panasonic can guarantee that its high-quality, energy-efficient products stay accessible to a wider consumer audience while maintaining the company's profitability and long-term advancement.

### **7.3 Diversify Market and Product Strategies Aligned with Local Regulatory and Political Goals**

To reduce the effects of political and regulatory uncertainties, Panasonic should aim to enhance its market presence and product range, not just in Malaysia but also in global markets. By aligning its plans with the political and regulatory objectives of different nations, Panasonic can more effectively manage market volatility and enhance its capacity to face external challenges. Two key components of this strategy involve geographic expansion into new international markets and developing products that address local needs and comply with the regulatory standards of each area.

#### **7.3.1 Spreading Out Over Different Regions**

An essential move in minimizing exposure to politically unstable areas is for Panasonic to broaden its operations into varied geographical markets that present favorable political and regulatory conditions. By expanding its market presence beyond Malaysia, Panasonic can lessen its reliance on a specific country and decrease the risks linked to regional political or regulatory disturbances (Porter, 1990). This strategy will allow Panasonic to respond to varying market conditions, guaranteeing the stability of its operations and supply chain.

In its strategy for international growth, Panasonic should focus on areas with developing markets that correspond with its product offerings. For instance, Southeast Asia, India, and Latin America have gained more appeal owing to their expanding middle-class

demographics and the rising need for energy-efficient goods (IRENA, 2018). By expanding its market presence outside Malaysia, Panasonic can take advantage of the distinct economic dynamics and opportunities in these areas. This will not only increase its market presence but also fortify connections with regional distributors and suppliers, improving long-term sustainability. This approach may assist Malaysia in solidifying its market standing by establishing more robust connections with local distributors and suppliers in politically stable regions.

### **7.3.2 Regulatory Alignment through Product Innovation**

To keep pace with the constantly evolving regulatory landscapes in global markets, Panasonic must confirm that its products comply with or surpass local criteria for safety, energy efficiency, and environmental sustainability. Numerous nations provide government incentives to promote the use of sustainable technologies, and Panasonic's emphasis on energy-efficient home appliances, renewable energy options, and environmentally friendly innovations resonates strongly with these worldwide trends.

By customizing products to align with distinct regulatory standards and consumer preferences in various countries, Panasonic can seize leadership in multiple markets. For example, in areas with strong environmental awareness, like Europe, Panasonic can concentrate on creating products that surpass strict environmental standards, including energy-saving refrigerators, air conditioners, or solar-powered systems. In regions such as Southeast Asia or Africa, where cost-effectiveness is frequently a major factor, Panasonic has the opportunity to innovate by developing products that provide energy efficiency at a more affordable price, all while adhering to local regulations. In these markets, Panasonic needs to be flexible and consistently modify its strategies to cater to the varied demands of consumers. Conversely, incorporating advanced technologies like Internet of Things (IoT) features into products can boost business competitiveness even more (Mohsen Soori et al., 2023). IoT functionalities enable users to enhance their energy consumption and aid in sustainability initiatives. Furthermore, utilizing recyclable materials or items with reduced energy use will establish Panasonic as a socially responsible and eco-friendly brand across different markets, promoting robust brand loyalty among customers.

Furthermore, geographic diversity and product development provide substantial strategic benefits to Panasonic in the international marketplace. Initially, by diversifying into

various regions, Panasonic can minimize its vulnerability to external threats, including political instability, currency variations, or regulatory shifts, which might adversely affect operations (Honduras, 2023). Secondly, by customizing its products to align with local preferences and needs, Panasonic can successfully enter new markets, maintaining relevance and competitiveness in various regions.

For Panasonic to thrive internationally, it needs to further diversify its market footprint and customize its products to address the unique requirements and regulatory standards of every nation it operates in. By extending its presence to new global markets and developing products that cater to local tastes, Panasonic can fortify its status as a worldwide leader in sustainable technologies. This strategy will enable Panasonic to leverage new opportunities while reducing risks associated with political, economic, and regulatory changes.

#### **7.4 Utilize Advanced Technology to Implement Anti-Counterfeit Measures to Protect Brand Integrity**

With the rise of counterfeiting in international markets, Panasonic encounters considerable threats to its brand reputation, consumer confidence, and total revenue. Fake products are a danger not only to the quality and safety of goods but also to the reputation of the company. To successfully tackle this issue, it is strongly advised that Panasonic implement advanced technologies like blockchain and smart packaging to shield its products from counterfeiters and preserve the brand's reputation in the market.

First and foremost, blockchain technology provides a very secure and transparent way to track products using a digital ledger. The movement of every product can be tracked, guaranteeing that only genuine items reach consumers. By giving a distinct digital ID to every product, Panasonic is able to monitor its items from manufacturing through to the sale. This enables buyers to confirm a product's authenticity through easy steps, such as scanning a QR code or searching online, boosting their assurance in acquiring real Panasonic products. The transparency of blockchain minimizes the likelihood of fake products infiltrating the market and safeguards the integrity of the brand (P. Nandal, 2023).

Alongside blockchain, Panasonic's product packaging can incorporate smart packaging technologies like QR codes, RFID tags, and NFC chips. These technologies enable consumers to easily and quickly verify the authenticity of a product with their smartphones. A customer

can easily scan a QR code or tap their phone on an NFC chip located on the product's packaging to verify if it is real or fake. This extra level of verification gives consumers confidence, assuring them that they are purchasing authentic products. It also safeguards materials such as warranties and manuals, which counterfeiters frequently target, thus enhancing product authenticity (Ruff, 2021). These steps are essential for ensuring security since numerous researchers concur that consumers are increasingly focused on security and sustainability, which in turn propels the growth of the smart packaging sector (Lydekaityte and Tambo, 2020).

Embracing these technologies would enhance Panasonic's connections with both customers and retailers. In the current market, buyers are increasingly recognizing the dangers related to fake goods, particularly due to the growth of online shopping. By offering tools for easy verification of a product's authenticity, Panasonic can assure customers that their purchases are genuine, boosting brand loyalty and customer satisfaction. Retailers will gain advantages as well, confident that they are presenting authentic products to their customers, thereby enhancing their trust in Panasonic as a brand

Additionally, utilizing blockchain technology and smart packaging can protect Panasonic's income and preserve its competitive pricing strategy. Fake products frequently lower prices and harm a brand's perceived worth. By preventing counterfeit items from entering the market, Panasonic can safeguard its high pricing and market standing. This strategy assists in maintaining the company's sales, as buyers are more inclined to buy true products at the right price when they are aware they are receiving genuine goods. It also supports the trust and profitability of licensed retailers, who gain from selling authenticated products.

Consequently, incorporating blockchain and smart packaging technologies provides Panasonic with a strong strategy to fight against counterfeiting. These technologies offer a reliable, clear, and effective method for confirming product authenticity, which not only preserves the brand's reputation but also enhances consumer confidence and protects revenue sources. By implementing proactive measures to protect its products and distinguish itself in the market, Panasonic can maintain its leadership in product security, boost its competitive advantage, and secure lasting success and customer loyalty.



## 8.0 CONCLUSION

Panasonic's SWOT examination outlines its advantages and difficulties, along with prospects and risks within the competitive environment. The firm's significant worldwide presence, cutting-edge technology, and dedication to sustainability establish it as a frontrunner in the sector. These advantages allow Panasonic to take advantage of opportunities like government incentives, the expansion of e-commerce, and increasing demand for sustainable products. By capitalizing on these opportunities, Panasonic can improve its market stance, particularly by concentrating on growing e-commerce and advancing energy-efficient innovations via strategic implementation of incentives.

Nonetheless, challenges such as elevated product prices, counterfeiting problems, and restricted product design pose obstacles that need to be tackled. Panasonic can address these shortcomings by exploiting government incentives to reduce expenses, creating product designs that match market tendencies, and using advanced technologies to combat counterfeiting challenges.

Challenges like fierce competition, political and regulatory hazards, and falling sales highlight the necessity for proactive strategies. By broadening its market and product selections to fit local regulations and political environments, Panasonic can mitigate risks while maintaining growth. Moreover, measures against counterfeiting and strategic collaborations can safeguard the brand's reputation and recover lost revenue.

Therefore, Panasonic needs to keep innovating and adjusting its strategies to sustain a competitive advantage, utilizing its strengths and opportunities while tackling weaknesses and alleviating threats. In doing so, the company can secure sustainable growth and success in a market that is becoming increasingly competitive and dynamic.

Furthermore, I personally view the Faculty of Business Management's choice to set aside a six-month practical training period as very commendable. This time presents a unique chance to gain hands-on knowledge, enhance abilities, and obtain essential experience in a work setting. This training proficiently equips graduates to satisfy job market demands by closing the gap between theoretical education and practical applications via the gaining of knowledge and skills. Moreover, many modern organizations require that applicants have a certain minimum amount of professional experience. Graduates have already completed half

of these requirements by finishing six months of hands-on training, greatly enhancing their chances of employment.

Panasonic Manufacturing in Shah Alam gave me the chance to collaborate with encouraging supervisors and colleagues who promoted growth and education throughout my training in the Product Planning Department. This experience not only improved my technical skills but also developed a sense of independence and responsibility. I discovered that my ability to adapt to different situations and settings greatly enhanced due to my understanding of the importance of self-sufficiency in completing tasks. Moreover, I noticed a gradual enhancement in my communication skills, which are essential for successfully managing a changing workplace.

Additionally, my understanding of strategic thinking has been enriched by the use of tools like SWOT analysis throughout my training. I have managed to tackle issues with an organized viewpoint and have acquired important insights into the real challenges and possibilities within the Product Planning Department by evaluating strengths, weaknesses, opportunities, and threats. This skill has been essential in allowing me to provide a meaningful contribution to my team while also being in line with the company's goals.

Throughout this practical training, I also recognized that gaining diverse skill sets and embracing new challenges is crucial to staying competitive in today's job market. Every task, no matter how unfamiliar, offered a chance to learn that enhanced my personal and professional growth. The experience has highlighted the necessity of continually improving my abilities to cultivate a well-rounded expertise that can be recorded as a significant benefit on my resume.

In conclusion, the practical training period has been an essential stage in my academic and professional growth. It has equipped me with the essential skills and confidence to tackle future challenges, in addition to establishing a solid groundwork for my career. The strategic perspectives gained from tools like SWOT analysis, along with the expertise, flexibility, and experience I have attained, are resources that will undoubtedly aid my success in the future.

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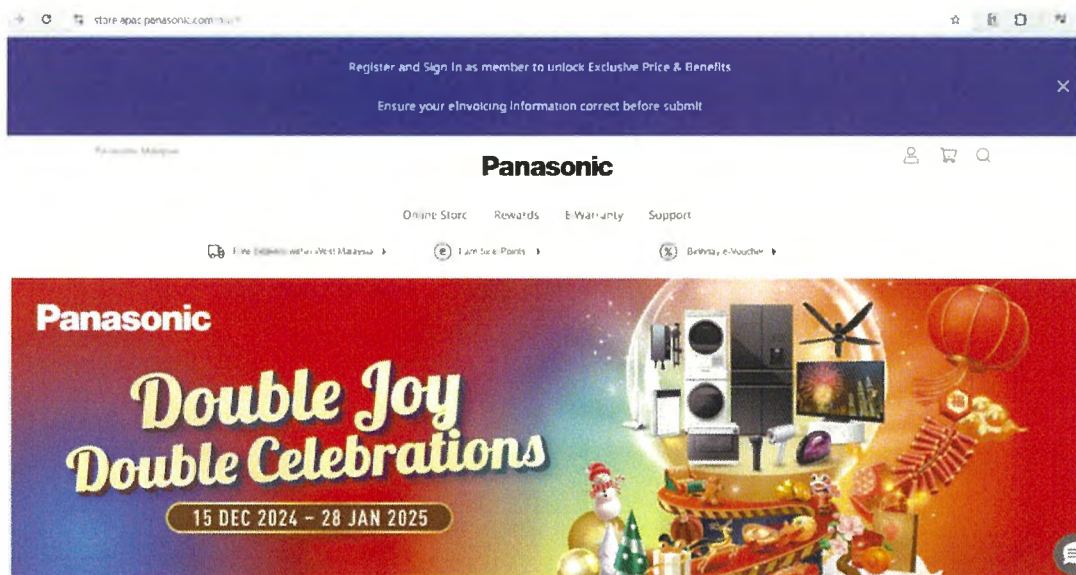


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## 10.0 APPENDICES



APPENDICES 1: Panasonic showroom



APPENDICES 2: Panasonic online website



APPENDICES 3: Market visit to few Electrical Shop around Subang Jaya