



Steelcase

Company Analysis Steelcase Inc

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

In case study I have chosen Steelcase Inc to do a specific research design for examining a problem. Steelcase Inc is a company that is popular in the manufacture of office furniture. Among the products produced by this company are office chairs, desks and tables, cupboards and cabinets. However, in this case study, I am focusing on the company's furniture product which is chairs. After doing some research I have identified some problems that should be improved on this product. When we sit in a badly built office chair, we can slouch and sit in uncomfortable positions in no time, trying to find a way to feel more comfortable. Not only does poor posture lead to poor health, but it also affects our jobs. Among the problems with this product is that the backrest of this chair cannot be moved. This can cause backpain to occur when a person sits for too long. Apart from that, this chair also does not have a leg support part which gives a risk to blood circulation problems. Other than that, this product also not up to date with latest technology. This is because life without technology in today's complex world is meaningless. The main objective of technology, which puts together resources to facilitate the creation, use and sharing of knowledge, is to make tasks simpler and to solve many human problems. Last but not least the material used for this chair is not suitable with our country weather. The product should be improved with adjustable backrest that allow users to choose their preference angle. Besides, they should provide leg rests part for this chair. Other than that, this chair should be upgraded in the term of technology that suitable with users. Lastly, the material of the seat should be changed to the material that allow air flow.

	<p>Model Name: Protege Material: Platinum swivel base Seat Height : 15" to 20" Seat Width: 19.5" Swivel base Swivel tilt Pneumatic seat height adjustment</p>
	<p>Model Name: Think Material: Translucent 3D Knit Seat Height: 16.5" to 21.5" Seat Width: 20.25" Polished aluminum base Adjustable seat depth Adjustable height</p>

Table 1.1 shows the Steelcase chair design