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UNIVERSITI
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COMPANY ANALYSIS

SECRET LAB.CO

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Secretlab is gaming chair manufacturing company that was founded in 2014. It operates in the United States, Canada, United Kingdom, Europe, Australia, and South-East Asia, with its headquarters in Singapore. This company can be classified as the well-known company because it's popular in many countries. This Company was founded in 2014 by two former competitive gamers Ian Alexander Ang and Alaric Choo, who set out to create and market computer chairs targeted at computer gamers, having grown disgruntled at the lack of affordable and quality options in the gaming chair market. They got the idea to start the company after they could not find a chair that can be used for long hours and fit for both gaming and office setups. After the launch of their first chair in 2015, Ang, who as CEO oversees engineering, marketing and product strategy, and Choo, who is technical and partnerships director, have expanded their product line with three models: Throne, Omega and Titan. Each chair delivers comfort with a level of firmness for good posture. Secretlab has sold over 500,000 chairs to customers in more than 60 countries.

In this case study, there are five problems that have been discussed. The designs are simple and minimalism makes the customers not attract with it. Design is important because as a consumer the first thing they will attract is the design of the product itself. Next, chairs which are too large and not suitable for the users that have narrow space. Furthermore, having the lumbar support pillow is nice but as it does not attach to the chair, it can easily slide down when adjusting in the seat. Lastly, the seat height of the chair cannot be adjustable according to the position of the table. It will be a problem as the customers cannot seat with comfortable when doing their works. To summarize, we need to produced more advanced gaming chairs that may well resolve and satisfy the customers.

Types of Product and Description

TYPES	DESCRIPTION
<p>Secretlab Throne</p>  <p>The image shows a Secretlab Throne gaming chair. It is a high-back, ergonomic chair with a black and white striped pattern on the backrest and seat. The chair has adjustable armrests, a five-point base with casters, and a lumbar support system. The Secretlab logo is visible on the top of the backrest.</p>	<ul style="list-style-type: none"> ✓ Style - Office/gaming ✓ Sitting Dimensions – 45cm x 36 cm ✓ Maximum Capacity – 100kg ✓ Colours - Spectre White, Flash Red, and Rush Purple, Coal Pink ✓ Build Materials - Steel, PRIME PU Leather, SoftWeave, Cold Cure Foam, Reinforced Aluminum
<p>Secretlab Omega</p>  <p>The image shows a Secretlab Omega gaming chair. It is a high-back, ergonomic chair with a black and white color scheme. The backrest features a large Greek letter Omega (Ω) logo. The chair has adjustable armrests, a five-point base with casters, and a lumbar support system. The Secretlab logo is visible on the top of the backrest.</p>	<ul style="list-style-type: none"> ✓ Design - “Stealth” design, black with machine-embroidered red stitching and gold-and-white logos on the front and back ✓ Material - new type of PU (polyurethanes) leather ✓ Maximum weight – 108.409 kg ✓ Warranty – 5 years
<p>Secretlab Titan</p>	<ul style="list-style-type: none"> ✓ Features- has integrated