



## COMPANY ANALYSIS

RHYTHM CO., LTD.

### TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAM** : AS 201 - FACULTY OF APPLIED SCIENCE,  
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## EXECUTIVE SUMMARY

As a student in UiTM Arau, Perlis, it is a part of study for everyone to undergo a case study project. The purpose of this case study is to let student know how the theories can be applied to practical situation then develop new product development (NPD). The company that I had chosen is Rhythm Co., LTD. is located in Saitama, Japan and is part of the Control, Electromedical, Measuring & Navigational Instruments Manufacturing Industry. This company mainly manufactures and markets a variety of clocks but also manufactures electronic equipment and parts that are used in security systems and visual communication systems.

In this report, i have collect the general information of the company, especially about the background of company, organisational structure, products and services offered, business, marketing and operational strategy that the company has been implemented. I also analyse some aspects of the company such as the strengths, weakness, opportunities and threats by using SWOT analysis. In the year 2020 The watches and clocks market is expected to decline due to pandemics *corona virus*. But the growth will recover supported by the indispensable human need to be synced with time, the timeless appeal of luxury watches and rising popularity of smart watches in today's digital, connected, and mobile world.

In addition, I have recommended some alternative solutions for the major problems that is faced by the company in order to produce more advanced clock as well as fulfil the needs of customers about this product. These alternatives can be practised by the owner for the purpose of business progress in future.

	<ul style="list-style-type: none"> <li>• one of 4 patriotic melodies</li> <li>• Silver Robin have 12 different sounds including 7 well-known melodies</li> <li>• a snooze button</li> <li>• super silent movement.</li> <li>• Clock is battery quartz operated</li> <li>• Height: 5.3", Width: 5.1", Depth: 3.1" Weight: 0.5 lbs</li> </ul>
<p>Cuckoo Clock</p> 	<ul style="list-style-type: none"> <li>• 32.3cm x 54.5cm x 16cm</li> <li>• Wooden Case with door and twin birds</li> <li>• Hourly mechanical bird chirping</li> <li>• Pendulum</li> <li>• Auto Night Shut-off Sensor</li> <li>• Clock weight 1.3g</li> <li>• Use 2pcss C Battery</li> <li>• 1 Year International Warranty</li> </ul>

**TABLE 1.2** shows the products in Rhythm Co., LTD.

<p>The Watch Segment</p> <ul style="list-style-type: none"> <li>▪ Clocks</li> <li>▪ Watches</li> <li>▪ Jewelry</li> </ul>	<p>The Electronics segment</p> <ul style="list-style-type: none"> <li>▪ Electronic devices</li> <li>▪ Information-related components</li> <li>▪ Audio-visual equipment</li> </ul>
<p>The Precision Segment</p> <ul style="list-style-type: none"> <li>▪ Precision parts used in industrial machinery</li> <li>▪ Optical equipment</li> <li>▪ Office and communications equipment</li> <li>▪ Automobiles</li> <li>▪ Watches</li> </ul>	<p>The Connection Terminal Segment</p> <ul style="list-style-type: none"> <li>▪ Tab terminals</li> <li>▪ Tapping terminals</li> <li>▪ Terminal blocks</li> <li>▪ Connection terminals</li> </ul>