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COMPANY ANALYSIS

Midea

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE

**BACHELOR OF SCIENCE (HONS) CHEMISTRY
WITH MANAGEMENT (AS222)**

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PROJECT TITLE: BAGGED VACUUM CLEANER CASE STUDY

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EXECUTIVE SUMMARY

This case study is focusing on home technology appliance product business that was run by a Midea Company and I focus on Vacuum product.. Midea is a company that produce and invented wide range of electronic products that focused on compact appliance for home. This company is known worldwide especially in China.

For the first part of this case study, all general and useful information about Midea was collected and gathered from online source that include company background, strategies, the products and much more. Then this case study also contains organizational structure, services, products problems that company face which I have to solve by doing this case study.

From my findings by analysing SWOT of this company, I identify that there are many problems that Midea Company have been facing that can be related to theory and concept of lecture study that need some improvement. Besides, problems that this company facing in term of their weakness that I can determined by observing the product's review and article from website. There are four major problems which is the size of vacuum, no multi-surfaces functional, noisy operation and wired power connection.

Thus, in this case study, I suggest the best solution and recommendation in order to help resolve some problems faced by the product of Midea Company based on their customer needs and demands. This recommendation was made by analysing the problems, weakness, strength, opportunity and threat of the company that may help in reducing the risk that they may face if not being improve. The recommendation that we have found that should be done to improve the company include change the bagged vacuum into upright vacuum because it is smaller in size, make it multi-functional surfaces vacuum, add on mute mode when in use and use solar based system for it to function.

1. INTRODUCTION

1.1 Background of The Study

In the days of advanced electronic and technology, human life should be more advanced than ever before. With this, many systems are designed and created to facilitate and to pleasant people to live their everyday lives. There is a requirement for many automated systems that are accomplished of replacing or decreasing human effort in their daily activities and jobs.

In order to find a suitable topic for a case study which key element is to identify a product that has significant potential to be innovated, I figured it would be most useful to study a product that many people require to use. Considering the tiny dust everywhere and cats' fur in the house, approaching something that has to do with cleaning is a vacuum.

Most of the vacuum are quite mess to use for instance since they will need a wired power connection. The idea came to my mind when I helped my mother doing the house chores that make me wonder it could be easier if the vacuum have lots of function where it can be time and effort-saving device. A solution is now required which is the very reason for composing this study and its following innovation process.

1.2 Purpose of The Study

The purpose of the case study is to identify the details of the product and figure out the possible limitations and product related to factors that I, perhaps can come up with a better implementation of my ideas that can be applied to the issue. On top of that, I choose vacuum as a product in this case study because I want to create awareness to people to always make a good choice in choosing anything to buy. Vacuum is a must for every house as it function as cleaning appliances. It's simple yet effective design has done away with having to clean dust and other small particles off surfaces by hand and make house cleaning into a more fairly rapid job. Using nothing but suction, vacuum will whisk away dirt and stores it for disposal. So, this case study will discuss about innovation concept which implementation of technology and information regarding any aspect of entrepreneur. To add on, identification of the problem and solution are based on SWOT in order to gain a strong and clear result.



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Vice President
CTO



Mr. Jiang Peng
Board Secretary



Mr. Helmut Zodi
CFO



Ms. Zhong Zheng
Director of Finance

2.3 Products/Services

Midea is one of the world's largest home appliance brands, offering the most comprehensive selection of products in the world to fully serve the needs of day-to-day living at home, at work, or anywhere else you go.

Midea's products are:

- Kitchen Appliances
- Refrigerator
- Residential AC
- Commercial AC
- Small Appliances
- Laundry Appliances
- Cleaning Appliances
- Water Appliances