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UNIVERSITI
TEKNOLOGI
MARA

TOSHIBA

COMPANY ANALYSIS

TOSHIBA (M) SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF SPORTS SCIENCE AND RECREATION

PROGRAM : BACHELOR OF SPORT MANAGEMENT (HONS.)

SEMESTER : FIVE (5)

PROJECT TITLE : BLENDER

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EXECUTIVE SUMMARY

Toshiba is one of the oldest known corporations and is a Japanese multinational corporation production company, and is a big company attributed to a mix of several unrelated companies. Toshiba consists of four groups: the Digital Goods Group, the Electrical Equipment Group, the Home Appliances Group and the Social Infrastructure Group. The review of this company focuses on the Toshiba Blender BL-60PHNMY 1.5L Table Blender developed by Toshiba Company to be identified and evaluated for their existing problems and to come up with solutions. However the most important thing to prioritise in the manufacturing of Japanese multinational conglomerates is the consistency of the products on the market. There are however, numerous problems faced by Toshiba Company in the manufacture of blenders. Among them the release of the blender is not stylish and has an unattractive style. The coverage of the brand on the website is too limited. As one of the long existing companies, they should have a greater idea of the product path that many companies are making. Moreover in terms of the same feature and location, the price sold is too expensive relative to other businesses. However the company is well-known in terms of consumer demand and is also trying to work out how to update the goods it makes. This is because the consistency of the substance produced is that it can be used for a long time. The device should then be introduced internationally because it has the potential to deliver excellent results in the service of the equipment.

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1.0 INTRODUCTION

1.1 Background study

Blender is a mechanical appliance in the shape of a platform designed with a spinning knife used to blend, mix, grill or stack food ingredients. It is typically used in the kitchen or at the pub. Blender was invented in 1922 when a Polish-American interviewer named Stephen J. Poplawski was the first person to place a spinning knife in the bottom-of-the-platform for the first blender. He used it to make malt and milkshake, and then attempted to market his results to the drug store owner. In 1932, Poplawski issued patent rights to combine his idea, which could also be used for fruit and vegetables. Until you can see, the best blender of the time was used for all kinds of things, much as today. In 1937, Osius completed the Poplawski blender and labeled him Mixer Wonder. Osius replaced his product name with Blender Waring. For having a difference with Osius, six months later Fred Waring ended his collaboration with Osius and set up his own business, Waring Corporation. In the same year, he launched warring Blender at the National Restaurant Show in Chicago and sold it for US\$ 29.75. Blender Waring has been globally famous in the United States and is known to be one of the finest blenders on the market. The sales of Waring blender amounted to one million in 1954. In 1946, John Oster decided to diversify his efforts from gross appliances to household appliances by buying Stevens Electric, a business self-esteemed by Stephen Poplawski, the first blender interviewer. Immediately after that, the Osterizer blender was first introduced. The blender is capable of dealing with the Fred Waring blender.

1.2 Problem Statement

Technological development has contributed to the growth of more sophisticated products. As a result, products produced by companies and industries are increasing day by day, making products grow rapidly on the basis of the present trends and quality. Therefore, many strategies or options that can be considered in the process of increasing productivity, as well as the weaknesses that need to be resolved.

2.3 Product/ Services

PRODUCT	CLASSIFICATION OF PRODUCT	DESCRIPTION
	<p>1.5L BLENDER BL60PHNMY</p>	<p>BL-60PHNMY with 600W power for quick blending & more fine texture.</p>
	<p><u>2.0L BLENDER</u> BL-70PR1NMY</p>	<p>SHARKTOOTH™ Blades Matter for stronger crush, ultimate multi-tasker and easy food preparation.</p>
	<p><u>2.0L MULTIFUNCTION BLENDER</u> BL-70PR2NMY</p>	<p>SHARKTOOTH™ Blades Matter for stronger crush, ultimate multi-tasker and easy food preparation. BL-70PR2NMY with wide array of accessories allow you to make smoothies, shakes, soups, dips, cocktails, juice, grinded beans, minced meat and much more.</p>

This case study only focus on Toshiba Blender BL-60PHNMY 1.5L Table Blender.