



**ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF DYSON LTD
BLADELESS FAN**

dyson

**FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF SPORTS MANAGEMENT (SR 241)**

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TABLE OF CONTENT

CONTENT	PAGE
COVER PAGE	1
TABLE OF CONTENT	2
ACKNOWLEDGEMENT	3
BACKGROUND OF COMPANY	4
PRODUCT ANALYSIS	
SWOT Analysis	7
FINDINGS OF MAIN ISSUES/PROBLEMS	11
Problem 1	
Problem 2	
Problem 3	
DISCUSSION ON PROBLEM SOLUTIONS	13
Problem 1	
Solution 1	
Solution 2	
Problem 2	
Solution 1	
Solution 2	
Problem 3	
Solution 1	
Solution 2	
RECOMMENDATION	15
Best Solution	
REFERENCES	16
APPENDICES	17

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1.0 BACKGROUND OF COMPANY



Name of the Company	: Dyson Ltd
Business Address	: 208, Jalan Cyber 14, Senai Industrial Estate IV, 81400 Senai, Johor
Telephone Number	: 07-597 5801/ +603 7969 1313
Email	: dysoncs@dancom.com.my
Shopee	: Dyson Malaysia
Facebook web page	: @DysonMY
Operation Time	: 5 days in a week, Monday to Friday (9.00am–6.00pm)
Form of business	: Technology
Main activities	: Manufacturer of bug-less vacuum cleaners (using cyclonic separation and brush-less electric motors), heat-less hand dryers, bladeless fans/heaters, and robotic vacuum cleaners.

Dyson Ltd is a British technology company that designs and manufactures heaters, bladeless fans, hand dryers and vacuum cleaners. It was founded in 1978 by James Dyson and has grown to be among the crème de la crème in its industry with thousands of customers in over 100 countries worldwide. The company where we specifically focused on in Malaysia is located at 208, Jalan Cyber 14, Senai Industrial Estate IV, 81400 Senai, Johor, Malaysia. James Dyson was born in Norfolk, England in a family of four. He studied in a boarding school known as Gresham's School in Holt between and 1965 after losing his father to cancer. He spent a year at the Byam Shaw School of Art and four at the Royal College of Art studying interior design and furniture, before eventually joining an engineering school. He got married to Deirdre Hindmarsh (1968) with whom he has three children: Emily, Jacob and Sam. The

2.0 PRODUCT ANALYSIS

2.1 SWOT Analysis

INTERNAL FACTORS	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> · Innovative products where it designs and manufactures many household appliances that use airflow technology · Huge workforce where they have about 12,000 skilled employees. · James Dyson Foundation for future engineers 	<ul style="list-style-type: none"> · The product's prices are slightly higher than their competitors. · They also have lawsuits and controversies which included suing for copying design. · Creating bad image after criticizing foreign student.
EXTERNAL FACTORS	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> · Global expansion of production and sale. · Meet customers' needs · Economy of scale of the brand 	<ul style="list-style-type: none"> · Existence of cheaper products. · Strong competitors with high brand power · Global market fluctuation

Table 2: SWOT Analysis of Dyson Limited