



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SAMSUNG ELECTRONICS MALAYSIA SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS MANAGEMENT (SR241)

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**PROJECT TITLE : CASE STUDY OF SAMSUNG ELECTRONICS
MALAYSIA SDN.BHD**

NAME : NUR DAMIA AUNI BINTI ISMAIL

LECTURER : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

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EXECUTIVE SUMMARY

Samsung Malaysia Electronics SME is one of the leaders in consumer electronics industry in an international scale. The business is divided into three large segments of consumer electronics, IT & mobile communications and device solutions. One of the products that have been produced by Samsung is a vacuum. This vacuum is one of a home appliance which is categories as device solution. Samsung produce a several types of vacuum with a different uses and design. The latest design is Powerbot Vacuum Machine. The objectives of this study are to analyze the problem that Samsung had faced and provide some solution to overcome the problem by give some recommendation to improve the product.

After doing company analysis, there are several problems that have been found about Powerbot Vacuum Machine. The problems are the suction is weak, fails to return to charging station and always shows an error code. However, they also received complaints from the customer because of the cleaning work became low after a few month of using when had this problem. From this problem, there are some recommendation and solution to overcome this problem. Samsung need to innovate more about this product to fulfill the customer need as soon as possible when detecting a problem after using it.

2.2 Organizational structure

Table 2.2 shows the company of list Board of Directors of Samsung Malaysia Electronics SME Sdn. Bhd.

Table 2.2 Samsung Company Board of Directors

Chief Executive Officer	Dr. Oh-Hyun Kwon
Managing Director	Mr. Kwon Jae Hoon
Head Corporate Strategy Office	Gee-Sung Choi
President & CFO,DMC Management Office	Ju-Hwa Yoon

2.3 Product Services

Samsung offers a variety of products from TV & Home theatre, computing, mobile device, smart watch, appliances, smart homes, and so forth. Samsung has strived on being competitive ensuring their product's meet their consumers needs. This case study only focuses on Samsung smart homes vacuum. Samsung produce many types of vacuum and the latest one is Powerbot vacuum machine. This is 2 in 1 vacuum cleaning and moping, with 20W suction also the voltage is 100-240V. It is easy to move everywhere to clean all areas in the house because the size is small from the other vacuum. This vacuum have a soft action brush which can do self-cleaning at the hard surface area. It is a rechargeable vacuum after settle all the cleaning, while it also have sensor to detect the edges surfaces, so it will not be stuck at the surface.