



اَوْبُورِ سَيِّتِي تَيْكُونُ لَوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

Xiamen Yasida Electric Appliance Co., Ltd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY	FACULTY OF SPORT SCIENCE AND RECREATION
PROGRAMME	BACHELOR OF SPORT SCIENCE AND RECREATION (HONS.)
SEMESTER	5
PROJECT TITLE	JIAGE'S LED FLASHLIGHT WITH SIDE LIGHT
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Muhammad Amirul Fahmi Bin Ismail Latif

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## **EXECUTIVE SUMMARY**

Xiamen Yasida Electric Appliance Co., Ltd. is a local company which focusing on electrical appliances. In this company analysis, it is focusing on the led flashlight with side light. As far as we may know, there are various of materials including drawn steel, plated brass, copper, silver, even wood and leather have been used. Modern flashlights are made out of plastic or aluminum in general. Plastics range from low-cost polystyrene and polyethylene to more complex mixtures of ABS or glass-reinforced epoxies. Some manufacturers have proprietary plastic formulations for their products. A desirable plastic for manufacturing flashlights allows for ease of molding and adequate mechanical properties of the finished flashlight case. Other metals include copper, stainless steel, and titanium, which can be polished to provide a decorative finish. Zinc can be die-cast into intricate shapes. Magnesium and its alloys provide strength and heat dissipation similar to aluminum with less weight, but they corrode easily. The issue is this specific flashlight use Acrylonitrile Butadiene Styrene (ABS) as the body material which have several flaws such as poor UV resistance unless protected. Therefore, we have suggested 2 solutions which are using copper or aluminium as the material. We found that aluminium is the best material for a flashlight's body due to various reasons. All of these solutions are considered to help the company in producing an excellent quality of the product to be served to their customers in order to sustain their business growth, developments and more achievements ahead.



**Figure 2.1** Xiamen YaSiDa Electrical Appliance Co.,L


## 2.2 Organizational Structure

Organizational structure not provided on the website and online platform.

## 2.3 Products / Services

### 2.3.1 Products

**Table 2.1** Product provided

TYPE OF PRODUCT	SPECIFICATIONS
 <p>Rechargeable Table Lamp (YD-7725)</p>	<ul style="list-style-type: none"> <li>• With more than 900 MAH high rated capacity hermetical rechargeable lead acid Battery.</li> <li>• The long life battery is able to be circularly used for 250 times.</li> <li>• With 18 pcs of leds.</li> <li>• low power consumption and long light time for led bulb.</li> <li>• With special reflector, more brightness ,furthermore,</li> </ul>