UNIVERSITI TEKNOLOGI MARA

logitech **G**

COMPANY ANALYSIS

Logitech International S.A.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	:	**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**
SEMESTER	:	**6**
PROJECT TITLE	:	**DIGITAL DRAWING MOUSE**
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STUDENT ID	:	**2018272974**
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LECTURER	:	**DR NURSYAMILAH ANNUAR**

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ACKNOWLEDGEMENT

Praise for Allah for his blessing, I have finished this case study as it is a requirement for me to get Bachelor of Information Technology (Hons.), in the Faculty of Computer and Mathematical Sciences. A handful of thanks I bid to my lecturer, Dr Nursyamilah Annuar who has helped me a lot by giving me supports and guide even useful information for pointing out my errors so that my work will give out an excellent result.

Special gratitude to Universiti Teknologi MARA Perlis, Arau for giving me the opportunity to learn more about entrepreneurship through this subject which is ENT600. This subject has amaze me to study about the technology in order to develop new product in the future because as we know in this era all of product are using technology. I need to find the techniques in order to improve the existing products for the purpose of betterment.

We are nothing without our parents. Therefore, I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. I am very thankful to them for giving me the push and support that I need in order to finish this course especially when it comes to moral and financial support. Many thanks to my fellow friends for giving the moral support in finalizing this case study within the limited period.

EXECUTIVE SUMMARY

This case study is about Logitech International S.A. which is one of the world's leading manufacturers of input and interface devices for personal computers (PCs) and other digital products. The products that have been produce by this company are known worldwide because of the reputations and the brand name.

From this study, we can learn to analyse, apply the knowledge, reasoning and drawing conclusions to understand this company even more. The first part of this case study has been focusing on collecting the company information such as the background of the company, the problem statement, and the purpose of the study. Through the analysis, there are some problems that could be identified in the company. These problems were studied, and some solutions and improvement were proposed to achieve a better-quality product that being known by customers from all around the globe.

The second part of the case study focuses on its' background, organizational structure, products and services, technology, business, marketing, and operational strategy.

For the third part, we only use SWOT, which is the short form for strength, weaknesses, opportunities, and threats of this company in order to analyse the product or services of the company and to understand more on how the company works. The fourth part is for me to find the findings and discussion for this report of case study about Logitech International S.A. and for the last one is for the recommendation and improvement section.

speakers, universal remotes, and other items are included. Its name is derived from the French word logiciel, which means "software."
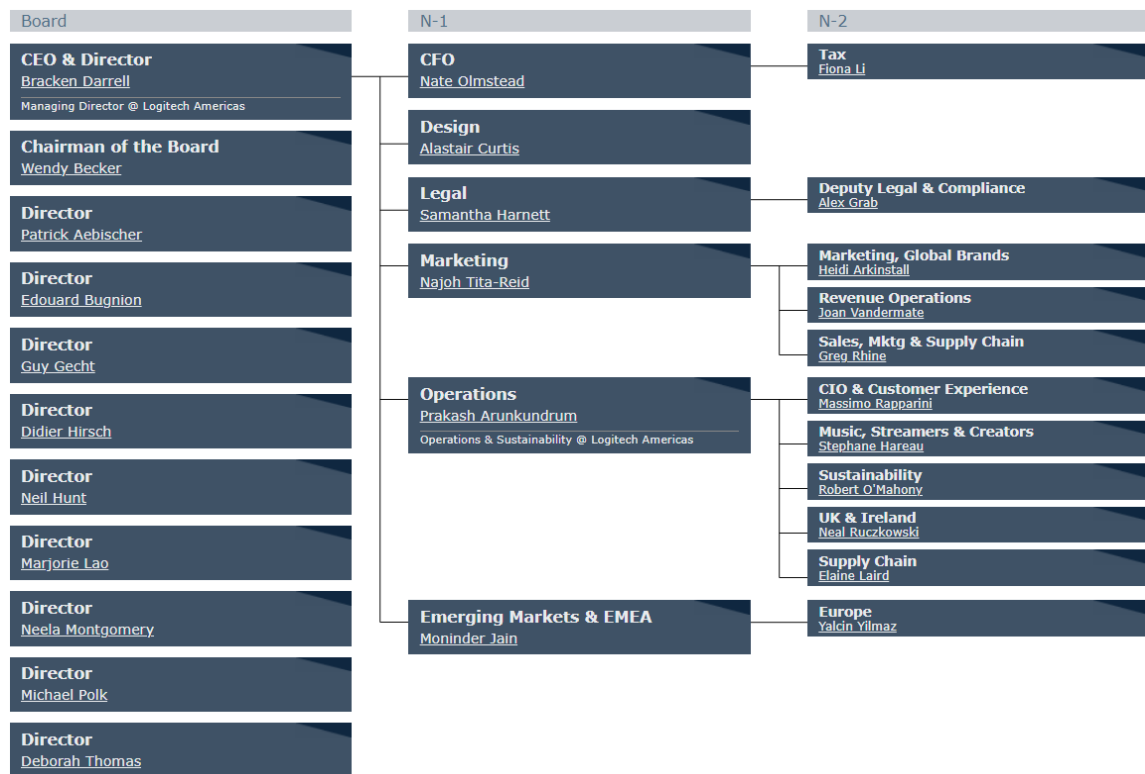
2.2 Organisational Structure

Board	N-1	N-2
CEO & Director Bracken Darrell Managing Director @ Logitech Americas	**CFO** Nate Olmstead	**Tax** Fiona Li
Chairman of the Board Wendy Becker	**Design** Alastair Curtis	
Director Patrick Aebischer	**Legal** Samantha Harnett	**Deputy Legal & Compliance** Alex Grab
Director Edouard Bugnion	**Marketing** Najoh Tita-Reid	**Marketing, Global Brands** Heidi Arkinstall
Director Guy Gecht		**Revenue Operations** Joan Vandermate
Director Didier Hirsch		**Sales, Mktg & Supply Chain** Greg Rhine
Director Neil Hunt	**Operations** Prakash Arunkundrum Operations & Sustainability @ Logitech Americas	**CIO & Customer Experience** Massimo Rapparini
Director Marjorie Lao		**Music, Streamers & Creators** Stephane Hareau
Director Neela Montgomery		**Sustainability** Robert O'Mahony
Director Michael Polk		**UK & Ireland** Neal Ruczkowski
Director Deborah Thomas		**Supply Chain** Elaine Laird
	Emerging Markets & EMEA Moninder Jain	**Europe** Yalcin Yilmaz

Table 1: Organisational Structure

2.3 Product/Services

- **Headsets** - A headset is a combination of a headphone and a microphone. A single-earpiece or a double-earpiece headset is available. Headsets have the same features as a cellular handset, but with the added benefit of being hands-free.

- **Keyboard** - A typewriter-style device with mechanical levers or electronic switches made up of a series of buttons or keys. A series of characters is usually etched or