



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## COMPANY ANALYSIS

GoPro Company

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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# TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b> .....	iii
<b>LIST OF FIGURES</b> .....	iv
<b>LIST OF TABLE</b> .....	v
<b>EXECUTIVE SUMMARY</b> .....	vi
<b>1. INTRODUCTION</b> .....	1
1.1 Background of the Study.....	1
1.2 Problem Statement .....	1
1.3 Purpose of the Study.....	1
<b>2. COMPANY INFORMATION</b> .....	2
2.1 Company Background .....	2
2.2 Organizational Structure .....	2
2.3 Products/Services .....	3
2.4 Technology.....	3
2.5 Business, marketing, operational strategy.....	3
<b>3. COMPANY ANALYSIS</b> .....	5
<b>4. FINDINGS AND DISCUSSION</b> .....	7
4.1 Findings.....	7
4.2 Discussion.....	9
<b>5. RECOMMENDATION AND IMPROVEMENT</b> .....	11
<b>6. CONCLUSION</b> .....	12
<b>7. REFERENCES</b> .....	13

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## EXECUTIVE SUMMARY

When it comes to the vacation and any entertainment, the first things that must have by individual or organization is the camera. A camera is a photographic device which it is a photographic tool that uses for film or electronics to take an image of something and record the moments. To put it another way, cameras are enclosed boxes with a small opening in the front that allows light to pass in to catch an image on a light-sensitive surface. Various processes exist in cameras that monitor how light falls onto the light-sensitive surface. Moreover, the existence of advanced technology has changed the use of cameras in producing high quality pictures and videos with high resolution camera. Besides, cameras nowadays are designed not only used to record formal activities only, but are used for more specialized work such as extreme sports where the camera is a manufactured that can be used in rugged conditions. However, even though these camera have many advantages, they also have several drawbacks that can pose issues for consumers after they have purchased them. The camera is not very durable, as the battery drains quicker than expected when we use it regularly. Besides, the problem of low audio quality and difficulty in operating a camera are also among the reasons that make users and photography enthusiasts more interested in using a mobile phone camera than a camera device in taking pictures or record videos. Therefore, in order to reorganize it, better products can be developed that can solve the above issues in order to meet the demands of consumers who often encounter tolls on their journeys.

## 2.3 Products/Services

GoPro Company engages in manufacturing and selling camera and camera accessories. The firm provides mountable and wearable cameras and accessories, which it refers to as capture devices. Its product brands include HERO9 Black, HERO8 Black, Max, HERO7 Black, HERO7 Silver, GoPro Plus, and GoPro App.

## 2.4 Technology

GoPro Company provides a cloud based service technology that allows customers to view, edit, and upload files in the cloud. Moreover, GoPro Company also provide a mobile apps smartphone which is Quik, a video editing tool, and GoPro App, that allows users to share and edit their images and videos.

## 2.5 Business, marketing, operational strategy

### 2.5.1 Business Strategy

GoPro implements a content management approach to eliminate the crucial point of working with content by encouraging consumers to share and upload footage from their cameras to a system that competently organizes the footage and allows for appropriate sharing and editing. GoPro Studio and GoPro App are the early phases of the content management platform strategy. Furthermore, GoPro is geared toward expanding the new capturing market as well as expanding the product line of content marketing. As a result, GoPro's content marketing approach is the secret to their success in delivering better value to customers and distinguishing themselves from competitors.

### 2.5.2 Marketing Strategy

For the marketing strategy, GoPro Company take the initiative by take the brand ambassador from their own client which is the consumer of their product. This strategy was implement by allow the user to record and made the video with using their camera. After that, the user are allow to share their videos on the GoPro Company before will share to their channel. This low and budget marketing strategy was rose the