



## **WIRELESS EARPHONE WITH VOICE TRANSLATOR AND DETECTION TECHNOLOGY**

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

**FACULTY & PROGRAMME: CS240**

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**Submission Date: 13/6/2021**

# TABLE OF CONTENT

1.0 COVER PAGE	1
2.0 EXECUTIVE SUMMARY	2
3.0 INTRODUCTION	3
3.1 Background of the company	3
3.2 Problem Statement/Issues	4
3.3 Objective of the report	4
3.4 Methodology: Data Collection (Who, Where, When, How)	4
4.0 NEW PRODUCT DEVELOPMENT	5
4.1 Definition of new product development	5
4.2 Classification of NPD	6
4.3 NPD PROCESS	9
4.3.1 Research and Development	10
4.3.2 Product Design & Features	11
4.3.3 Concept Testing	12
4.3.4 Build Prototype (2D or3D)	19
5.0 CONCLUSION	22
6.0 REFERENCES	23
7.0 APPENDIXES	24

## **EXECUTIVE SUMMARY**

This case study is about Huawei Technologies Co., Ltd., one of the famous technological companies nowadays that produces smartphones, televisions, refrigerators, and more. The products that this company has made are known worldwide because of the reputations and brand name.

From this study, we can learn to analyze, apply the knowledge, reasoning, and concluding to understand this company. The first part of this case study focuses on collecting the company information such as the company's background, the problem statement and the purpose of the study. Through the analysis, some problems could be identified in the company. These problems were studied, and some solutions and improvement were proposed to achieve a better-quality product that customers know 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, the short form for strength, weaknesses, opportunities, and threats of this company's product or services and understand how the company works. The fourth part is for me to find the findings and discussion for this report of a case study about Huawei Technologies Co., Ltd. And for the last one is for the recommendation and improvement section.

## **3.0 INTRODUCTION**

### **3.1 Background of the company**

Huawei is a Chinese high-tech private multinational corporation established in 1987. Ren Zhengfei founded it. It is headquartered in Shenzhen, People's Republic of China's Canton Province. The business was established with a \$5,600 investment. Initially, the company operated as a telecommunications provider. Twenty years ago, the first mobile telephone was introduced, and since then, numerous cell phones have been developed.

Huawei was the third-largest smartphone manufacturer in the world in 2016, with sales of \$ 75.1 billion. Huawei is the only Chinese company in the top 50 with a high rate of R&D. Huawei achieved a market share of more than 100 million mobile devices in less than a year through innovation.

One of the reasons for the company's success is the constant turnover of its CEO. Three senior executives oversee the role, promoting collaborative leadership. Additionally, employers are proprietors. Zhengfei owns less than 1.4 per cent of the company; the remainder is divided among employees. Thus, Huawei blends a significant investment in research and development with decentralized management.

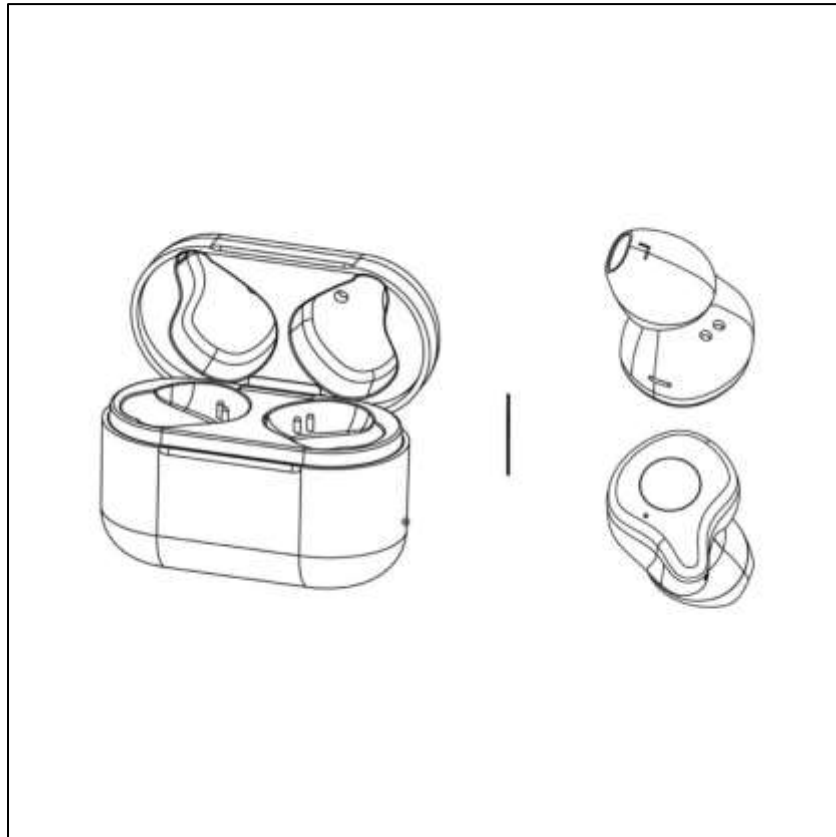
According to Forbes, the Chinese business is one of the world's most popular brands, ranking 88th with a brand value of 7.3 billion dollars. Another notable ranking is the Fortune 500, where Huawei is ranked 83rd. Recently, the Huawei Mate 10 Pro was named the year's best smartphone. Huawei Mate 10 Pro outperformed most other smartphones in terms of features and functionality. It features a Kirin 970 processor, the company's first chip with artificial intelligence. This processor aims to optimize machine resources, improve battery efficiency, recognize images, and provide real-time responses.

As a result, Huawei has established itself as a leader in the technological world and the smartphone market. This year has seen the introduction of many new devices aimed at meeting the high demands of customers.

even a voice and video chat. This helps to improve understanding among international individuals, particularly in the business sector.

### 4.3.2 Product Design & Features

In this area, we discuss the product measurements, the design of the product, the product architecture, the creative design, and the product characteristics.



*Figure 4.3: Product Dimensions and Design*

<b>PHYSICAL SPECIFICATIONS (WIRELESS EARPHONE)</b>	
Length	37.5 mm
Width	23.9 mm
Depth	21.0 mm
Weight	5.5 g

<b>PHYSICAL SPECIFICATIONS (WIRELESS EARPHONE CASE)</b>	
Length	48.0 mm
Width	61.8 mm
Depth	27.5 mm
Weight	36.5 g