



# COMPANY ANALYSIS

## SENA TECHNOLOGIES INC.

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

**FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND GEOMATIC**

**SEMESTER : 8**

**PROJECT TITLE : BLUETOOTH HELMET**

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## **EXECUTIVE SUMMARY**

Sena Technology Inc. that is focused in Information Technology and Services have invented in Bluetooth Helmet. This helmet has many abilities and function that useful to rider. However, this product still has weakness and need an improvement.

The first problem for this helmet is it has heavy weight. Although this looks like a small matter, but it can cause the rider feels uncomfortable and muscle pain. Then, the helmet also has a limited battery capacity. It will make the helmet can't function well after the battery drained.

There were several solutions that have found to help to improve the helmet. One of the solutions is use graphene material instead of fiber metal to produce the helmet. It can help to reduce the weight of helmet. Besides that, the additional of solar cell can help the helmet to generate and store more energy power.

## 2.2 Products/Services

Type of Product	Classification of Product	Description
 <p>Momentum Evo</p>	<ul style="list-style-type: none"> <li>• Full-faced Helmet</li> <li>• Smart Helmet</li> </ul>	<ul style="list-style-type: none"> <li>• A new oval-shaped fit for easy wear</li> <li>• Integrated Mesh 2.0 Intercom Technology</li> <li>• A contoured exterior for a sleek look</li> <li>• An improved ventilation system and chin curtain</li> <li>• Redesigned liner and pads for comfort and safety</li> <li>• DOT and ECE certified</li> </ul>
 <p>Momentum Inc Pro</p>	<ul style="list-style-type: none"> <li>• Full-faced Helmet</li> <li>• Smart Helmet</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated Mesh 2.0 Intercom Technology</li> <li>• A contoured exterior for a sleek look</li> <li>• An improved ventilation system and chin curtain</li> <li>• Redesigned liner and pads for comfort and safety</li> <li>• DOT and ECE certified</li> <li>• Working up into 1.6 km</li> <li>• Support intercom until 8 riders</li> </ul>