



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

THANKO Inc.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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PROJECT TITLE: MISTERLIGHTFANBRELLA

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EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. I make some research about Thanko company that based in Japan. This company are quite successful in Japan regarding to their innovation in technology. So, for this purpose, I got the opportunity to research a company which manufactured the same product that I want to develop, which is Thanko company that also develops umbrella, and now starting to sell some of their product in Malaysia.

Nowadays, umbrella is a must for a person that always go outside for do their work or hobby and something weather will be their problem to face. The major contributor to create this kind of umbrella that we can fanbrella is because we will be sweat if the weather is hot. The purpose of this case study is to investigate, identify and analysed the company-based product, their problems and proposed solutions regarding their problems to get better results for the product created. From my research, the main advantages of this umbrella it come with unique innovation such as mist water and small fan that keep their consumers stay cold. Even though this product has a great vision to make customer buy the umbrella, it also has two major problem which are first the umbrella need to use battery and the fan are perishable or easy to break. There are two recommendations to rectify two major problems. First, instead of use battery, I will replace it with solar energy that are more useful and environment friendly. Next, I will make sure that strong and high quality of fan will be used to make the fan long lasting and not easy to break. I also put LED light for safety of our consumers that will turn on during the rainy night that will change the kinetic energy from the rain to electric energy for the light. By doing this, my misterlightfanbrella will get higher change to get customers and will entering the market.

MISSION

--The meaning to exist--

Providing interesting and useful products to society

VISION

--Aspiration—

Create new value like never before

2.2 ORGANIZATIONAL STRUCTURE

Organizational structure not provided on the website and online platform.

2.3 PRODUCTS/SERVICE

Thanko company is the company that make many unique products for helping human in their daily life. Here is some example of their useful products.



- BATTERY GRIP

This battery grip is an external li-Ion battery for cameras. Professionally made, this battery grip is comfortable to hold. This convenient battery grip has a large capacity of 4,000mAh.

Designed for the Sony NEX series and Canon EOS series.

Capacity: 4,000mAh.

High quality.