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TECHNOLOGY ENTREPRENEURSHIP (ENT600): Logitech's Mouse

FACULTY: FACULTY APPLIED SCIENCE

PROGRAMME: SCIENCES BACHELOR OF MARINE TECHNOLOGY

SEMESTER: 4

CLASS: RAS2544A

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Acknowlegdement

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully. I would like to express my deep and sincere gratitude to my lecturer, Dr.Shafiq Shahruddin for giving me the opportunity to do case study and providing invaluable guidance throughout this case study. It was a great privilege and honor to work and study under his guidance. Also I want express my thanks to my classmates and friends for their support.

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Executive Summary

The company is based in Switzerland. Since 1981, the technology is focused on quality and innovation. In this company analysis, Logitech focused more on computer peripherals including mice and keyboard with attractive and modern design. Other than that, they also prepared presentation and video conferencing device with variety of design that will suit any user will's. Plus, for better quality of video, they also have both Bluetooth head seat and speakers. But, sure in order to develop their technological advances, some of things definitely miss out.

The first thing Logitech miss out is their products come with wire. Wire will burden the user as the user need extra space for do their work. User also having trouble to setup their work table due to the length of wire. User also having trouble to plug in another device such as keyboard or mouse because some PC or laptop do not come with extra USB cable port. In addition, the products have disturbing sound. When the user use the product, the sound of the product will irritate them or others. There a few alternative to the problems. First, the product use detachable and adjustable wire. User can detach the wire and adjust the length of the wire. Also, the product use USB unifying receiver which is only use one unifying receiver to connect the laptop with mouse or keyboard. It will save the space and only use o USB cable port. Second, product use high performance material and rubber wheel .The high performance material will absorb sound and make the product less noisy. Also, the rubber wheel will make the movement of the product smooth and easy. All of these alternative will help Logitech in producing quality product to customers.

1.0 Introduction

1.1 Background of study

A computer peripheral is any external device that provides input and output for the computer. For example, a keyboard and mouse are input peripherals, while a monitor and printer are output peripherals. Computer peripherals, or peripheral devices, are sometimes called "I/O devices" because they provide input and output for the computer. Some peripherals, such as external hard drives, provide both input and output for the computer. Many companies are competing in producing peripherals to help people use the computer or laptop easier. Companies will develop their technology and design due to high demand of peripherals.

1.2 Problem Statement

Nowadays, mouse becomes a vital product if users want to purchase laptop or PC. So, many companies come out with variety of design that are suitable to the user's

2.3 Products/Services

Types of Product/Services	Classification of Product/Services	Description
Logitech	- Software - Pointing Device - Keyboards - Game Controllers - webcams and cameras mouse	for PC peripherals, remote controls, accessories for smart phones and tablet.
Ultimate Ears	- In-ear monitors - wireless Bluetooth Speakers - universal-fit earphones In-ear monitors	offer earplugs for professional musicians. The earplugs are marketed relative to the amount of background noise reduction.
Jaybird	wireless bluetooth sport earbuds. wireless bluetooth	headphones and wearable activity trackers.