



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Panasonic

COMPANY ANALYSIS PANASONIC CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY

SEMESTER : 4

PROJECT TITLE : PANASONIC TABLE FAN

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ACKNOWLEDGEMENT

All praises and thanks to Allah for gives me the strength and guidance to complete this case study report for Fundamental of Technology Entrepreneurship (ENT 600) subject. During performing this case study, I had to take the help and guideline of some respected person who deserved my greatest gratitude. This completion gave me much pleasure and good knowledge about how business was done.

I would like to show my gratitude to my lecturer, Dr. Shafiq Shahrudin, for giving the best guideline for this case study throughout numerous consultations. I would also like to expand my deepest gratitude to all those who directly or indirectly guided me in this case study. Lastly, to people especially my classmate that have made valuable comment on my case study and also give a lot of suggestions to improve this case study.

MUHAMMAD AL'IFZAL WAFINUDDIN BIN ISMAWI

EXECUTIVE SUMMARY

First and foremost, the company that I have chosen is Panasonic Corporation. Panasonic is a worldwide brand that produce electronic home appliances. In this company analysis, it is more focusing on the table fan product that was produced by Panasonic to be identified and analysed along with the current problems and solution.

Table fan is very large size that need more space to keep it even in the house and table fan make a loud noise when it switched on. These cons make the products being a second choice of options. Moreover, the table fan from Panasonic Corporation were not updated with the trend nowadays. These disadvantages will be settled by me to contribute more a specific advantage and functioning well.

Lastly, in every business must design a strategy for achieving its goals, consisting of a marketing strategy and effective management. In this case study, the company strength, weakness, opportunities and threats have been analyzed by using SWOT analysis. Thus, the recommendation and improvement are made by referring the SWOT analysis to give the most suitable solutions for this company. All this suggestion made to produce better product in the market in order to sustain the business growth and demand by the customers.

2.3 Product / Services

Panasonic Corporation is a company that produce product worldwide based on electrical. All the products are distributed and marketed under its own brand's name which is "**Panasonic**".

There are some examples and their description about the Panasonic's product:

- Air solution
 - Air conditioner
 - Stand and table fan
 - Air purifier
- Home appliance
 - Refrigerator
 - Home shower
 - Washing machine
 - Vacuum cleaner
- Kitchen appliance
 - Rice cooker
 - Microwave
 - Oven
- Beauty, Health and Men's care
- Camera and Camcorder
- Battery and Torchlight