



اُونِيُوَرَسِيْتِي تِي كُونُولُوْجِي مَارَا  
UNIVERSITI  
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MARA

# dyson

## PRODUCT ANALYSIS

DYSON LIMITED

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

**FACULTY & PROGRAMME** : APPLIED SCIENCE, MARINE TECHNOLOGY  
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**NAME** : YASMEEN AMYLYA BINTI ROSLI

**STUDENT ID** : 2019406132  
**LECTURER** : DR. SHAFIQ SHAHRUDDIN

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Yasmeen Amylya binti Rosli

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## **EXECUTIVE SUMMARY**

Dyson is a popular company that have many home appliances with good quality. This brand is trusted and it have been used from people all around the world. In company analysis, it is focusing on the material of the hair dryer outer body. Based on some reviews on Internet, the material is not suitable to be used as it was easily scratch by sharp things for example nails. The next problem is the hair dryer is not convenient enough as it is have to be plug to switch on. Some people need to use it regularly at not specific place especially women that went to vacation. They need to find a place that can be plug in to use it.

Apart from that problems, the company need to improve their quality in manufacturing their products. Their products may have good review than other brands but this weaknesses can be the main focus for other brands to make their brands better than Dyson. Dyson can be the main brands for home appliances if the quality provides have high standard as their price.

## 2.2 Organizational structure

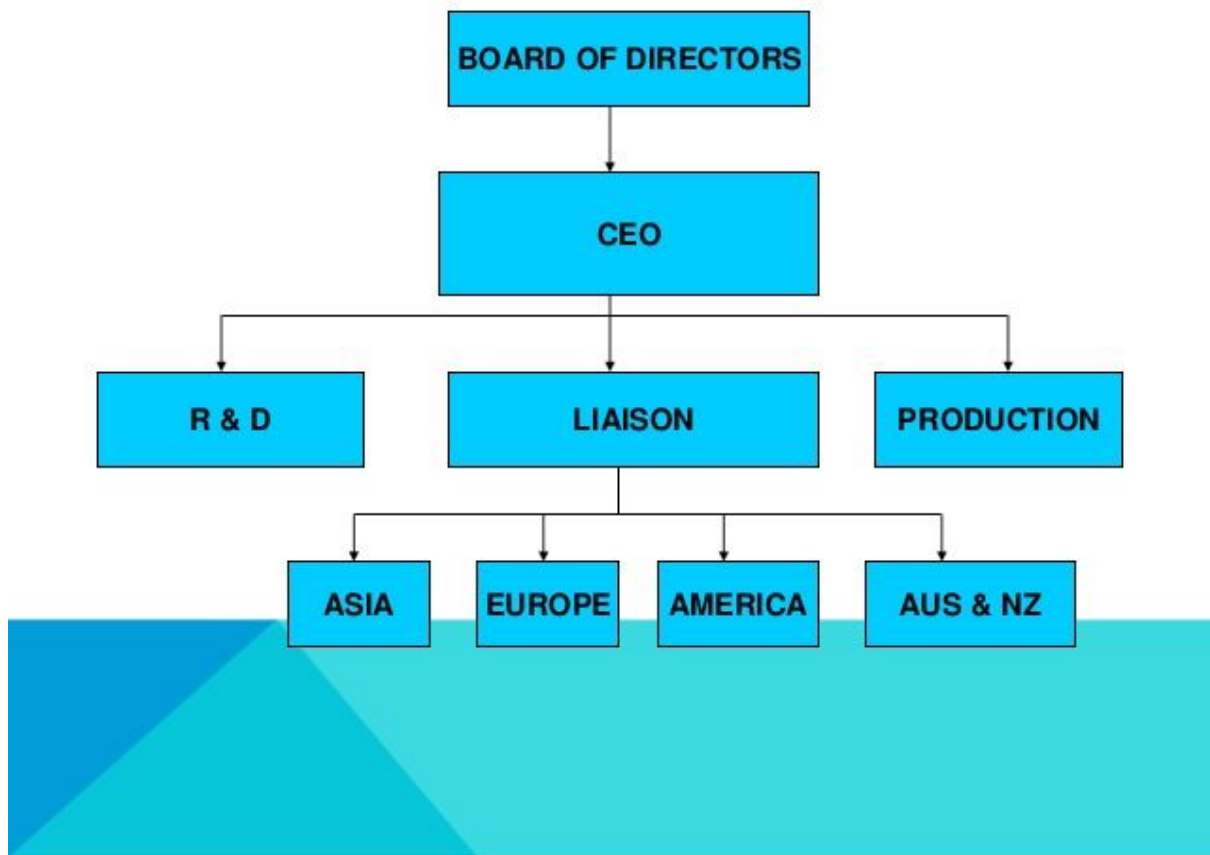


Figure 2.3 The organizational structure of Dyson

## 2.3 Products

Table 2.1 Products from Dyson

Products	Description
Cordless V6 (2015)	The Dyson V6 range is the replacement for the DC59 handstick and DC58 handheld cordless vacuum cleaners. Powered by the Dyson digital motor V6. This power-dense motor uses digital pulse technology and a neodymium magnet to spin