



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْكِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CASIO

COMPANY ANALYSIS:

CASIO COMPUTER CO. LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY &	: FACULTY SCIENCES
PROGRAMME	BACHELOR OF MARINE TECHNOLOGY (HONS)
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EXECUTIVE SUMMARY

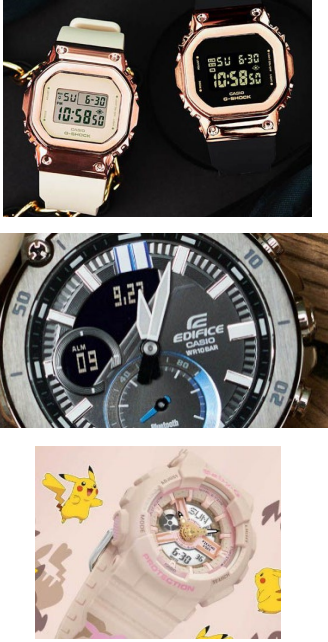

Casio is a Japanese MNC that specializes in consumer electronics and commercial electronics. In this company analysis, it is focusing on the smart outdoor watch that produced by Casio Computer Company to be studied, identified and analyzed along with their current problems and come out with solutions.

The first problems about their product is that there is no size option for their smart outdoor watch. As we know Casio is a brand that have outdoorsy look but their design and style are all quite similar and big. So there will be a problem for the user with small wrist to wear it during their activities. Next problem is the short battery life when using the program using the watch during activities. The battery can only last less than 12 hours when using the program. As we know, Casio outdoor smartwatch have a lot of advance technology such heart rate sensors, GPS, LCD displays and many more. This all make the activities easier, but the problem with the battery life make the people less interest in it

There are few solutions to the problem that company have by do innovation, research & development and change their design and style to attract more customer. This is because a lot of customers are having small waist and attracted to more colorful and cool design. Next solution is to increase the battery size. As we know, Casio outdoor smartwatch are quite big, so by having bigger battery, the battery life can last longer during outdoor activities. Also company can innovate new smartwatch that can be used for indoor exercise such yoga, Zumba, and running around their house. The smartwatch can include the rhythm for dance, heart rate sensor, program to do workout and many more. All of these solutions are considered to aid Casio company in producing very quality product to be served to their customers in order to sustain their business growth, developments and more achievements ahead

2.3 Product / Services

Table 2.1 Product / Service Provided by Casio Computer Co. Ltd.

TYPE OF PRODUCT / SERVICES	CLASSIFICATION OF PRODUCT / SERVICES	DESCRIPTION
 <p>Timepieces</p>	<p>G-SHOCK BABY-G EDIFICE SHEEN</p>	<p>The timepieces are divided into men and women categories. The watches have divided into many brands such as G-Shock, Baby-G, Edifice, and Sheen. Some of the branded watches are for men used only and some are for women used only.</p>
 <p>Smart Outdoor Watch</p>	<p>PRO TREK</p>	<p>Explore. Inform. Conquer. Bluetooth, Atomic, and Solar sport watches equipped with Sensor Technology perfect for hiking and trekking as well as scuba diving and sailing</p>