



# logitech



## TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

<b>FACULTY &amp; PROGRAMME</b>	<b>: BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY (AS254)</b>
<b>SEMESTER</b>	<b>: FOUR (4)</b>
<b>PROJECT TITLE</b>	<b>: CASE STUDY OF LOGITECH INTERNATIONAL</b>
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## 1.2 ACKNOWLEDGEMENTS

In the name of “Allah”, the most beneficent and merciful who gave me strength, patience and inspiration to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject. I would like to express my special thanks of gratitude to my lecturer Dr Shafiq Shahrudin who gave me the golden opportunity to do this wonderful project on the topic Company Analysis on Logitech Company. Without him valuable technical supports and advice, I may no be able to complete this project

I would like to show my gratitude toward Logitech Company which helping me by giving their company information in term of organization, product, development, business and marketing and not to forget my fellow friends who been helping me through day and night on finishing my case study. I’m deeply thankful and blessful to my friends for their ongoing support, encouragement, and to keep up with my work in finishing the case study assignment

## 2.0 EXECUTIVE SUMMARY

A Swiss company focused on innovation and quality, Logitech designs products and experiences that have an everyday place in people's lives. Founded in 1981 in Lausanne, Switzerland, and quickly expanding to the Silicon Valley, Logitech started connecting people through innovative computer peripherals and many industry firsts, including the infrared cordless mouse, the thumb-operated trackball, the laser mouse, and more.

Logitech's product strategy is focused on the screens that people use as their window into their digital world. We study how people use their screens ( laptop PC or Mac, tablets, TV, Smartphone and meeting room screens ) and create products that enhance their experience with those screens, whether they are using them as consumer or as participants in a business

This is a great opportunity to learn and collect general information about the company and their product. By researching the background of the company, technology they have used and the innovation they came up with in producing their product. This might be a stepping stone for me literally speaking on making my own product. By deducing the SWOT analysis that has distinguished the strengths, weaknesses, opportunities and threats of the company I can make or innovate out a better technology based on the data that has been collected and not just that, with this particular method I can cope with the current issue by planning and improve the existing system in business development growth.

#### 4.4 Products / Services

- Logitech G903 LIGHTSPEED Wireless Gaming Mouse (Hero 16K sensor version)



CLASSIFICATION OF PRODUCT / SERVICES	DESCRIPTION
<ul style="list-style-type: none"> <li>LIGHTWEIGHT CONSTRUCTION</li> </ul>	<ul style="list-style-type: none"> <li>Every component of G903 has been optimized to reduce weight while maintaining strength, from thin wall molding to a spoked hyperscroll wheel design. The result is a fully-loaded wireless mouse that weighs in at only 110g. Maximize comfort over extended periods of use and feel quicker response to motion.</li> </ul>
<ul style="list-style-type: none"> <li>POWERPLAY READY</li> </ul>	<ul style="list-style-type: none"> <li>Add POWERPLAY, the world's first wireless gaming mouse charging system, to keep G903 charged even while you play. Never plug in your mouse again or worry about whether your mouse is charged</li> </ul>