



اَوْبَهُرَ سَيِّدِي تَيْكُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

Guangzhou Plextone Manufacturing Co., Ltd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE
PROGRAMME : BACHELOR OF SCIENCE (HON.S) MARINE
TECHNOLOGY
SEMESTER : 4
PROJECT TITLE : GAMING WIRELESS EARBUDS
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ACKNOWLEDGEMENT

First and foremost, praise and thanks to the God, the Almighty, for His blessing that help me successfully complete my research for the case study.

Next, i would like to express sincere and deep gratitude to my lecturer, Dr Shafiq Shahrudin for all the guide during the process to complete the case study. He help me to indentify the corect information for this case study. It was a great experience to study under him and lot of new knowledge i get. Im very gratefull for all his effort to help me in this case study.

I also want to express my gratituted to my family for all the support that they had give to me and understand my hectic schedule. Not to forget, i also want to show my gratituted to all my friends that had helped me a lot during completing the case study until i successful in complete the report.

Lastly, i want to express my gartituted to everyone who has helped me in my case study wether directly or indirectly

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EXECUTIVE SUMMARY

In this study students need to identify the problem of the product that already exist in the market and do some inovation to create the new product that will have much better perfomance than the reference product. The product that been made as the reference is Plextone wireless earbuds known as Plextone 4life TWS.

The product i want to produce is wireless earbuds that will known as SAIKO GAMING TWS. The name is come from japenese term saiko that means the best same as my vision that is to produce the best gaming wireless earbuds in market.

From the research, i found some major problem or weakness in this product. The weakness of this product are from its usage time, latency and audio quality. This reference product only have short usage time, high latency and low audio quality.

In discussion i had suggest some solution to improve the weakness in this product. The first suggestion is we need to do innovation and research how other company can produce wireless earbuds with best sound quality. The second suggestion is to research for the new battery cell or adding battery capacity. The last suggestion is to use the new computer chip for bluetooth connection and find the best codec to reduce latency.



The recommendation that been discuss are to to get the high quality audio, low latency and provide more longer usage time. With the rapid developoment of technology we also need to open our mind to find the idea and changes in our product that can follow the developepment of technologies so that our product is not outdated.

By doing the inovation for all the suggestion above SAIKO GAMING TWS is the best earbuds that you can get. Although it was for gaming but it also can use for doing other activities such as workout, watching movie or litsening music because it will have good audio quality, long usage time, low latency and comfortable.

Lastly i recommend you to experience it yourself. I assure that you will get the best experience and enjoyable time when using this SAIKO GAMING TWS.

2.3 PRODUCTS/SERVICES

Plextone product are mostly electric device. This are some example of their product:

| PRODUCT | NAME | DESCRIPTION |
|--|---------------------------|--|
| <p>GAMING EARPHONE</p>  <p>The image shows the Plextone G30 gaming earphone. It features a black and green color scheme. The earbuds are large and have a spheroidal shape. A long, flexible microphone is attached to the side of the earphone. The product is shown next to its retail box, which is black and green with the Plextone logo and 'G30' branding.</p> | <p>Plexton G30</p> | <ul style="list-style-type: none"> • Spheroidal Memory Foam earbud - long wearing without pain • Small size, comfortable wear • Active noise cancelling • 2.2-meter line length to connect to computer • Portable private game equipment • 11cm bendable microphone, pluggable and easy to carry • With dual Microphone, the earphone can 360°pick up your voice • Compatible with PlayStation 4, New Xbox One, PC and Mobile/ Tablet MAC devices • 10mm neodymium drivers, deliver unbeatable in-ear audio, with natural high-reliability, crisp trebles, and powerful bass • Multi-function remote control includes volume keys, microphone switch button, answer button to facilitate game player operation |
| <p>GAMING WIRELESS EARBUDS</p>  <p>The image shows the Plextone 4life TWS gaming wireless earbuds. The earbuds are shown in their charging case, which is black and blue. The earbuds themselves are black and red. The image includes several icons and text describing the product's features: 'HEROCOD PLEXTONE', 'Standby Time 100 hours', '120ms Low Latency', 'HD Mic Accurate Speaker', 'Enhance Gaming Sound Effect', 'Wearing Comfortable', and 'IPX5 Waterproof'. The text 'Plextone 4life TRUE WIRELESS HEADSET' is also visible.</p> | <p>Plextone 4life TWS</p> | <ul style="list-style-type: none"> • True wireless - two sides can use it alone • Bluetooth 5.0 + EDR • 120ms low latency and high resolution • Custom gaming speakers enhance the sound effect of gunshot and footstep • HD microphone suitable for PUBG mobile • Half in ear - small ear gamers also like to use • IPX5 waterproof grade • Single 4.2g lightweight design • Take it out and start it automatically |