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COMPANY ANALYSIS PENSONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS
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EXECUTIVE SUMMARY

Pensonic is one the most successful company that manufacture electrical home appliances. The company has been producing almost 40 electrical appliances that are used in the home for cooking, cleaning, laundry, home comfort, etc. This report will be focussing on the ceiling fans produced by the Pensonic company that soon to be investigated, identified, and analyzed along with their current problems and the alternative solutions.




The first problem regarding their product is that the company does not produce ceiling fans with temperature detectors. As we know, regular ceiling fans require us to keep changing the fans' speed manually that suit the changing room temperature. If we kept using the highest speed or the lowest speed, it can cost us more electricity, or discomfort when the weather is too hot. As for the next problem is their product contains manufacturing defects. These defects are coming from the failure of the machinery to inspect the defects before delivering them to the customers or the individuals that are handling the products from the factory to the store or from the store to the customers' house.

On the other hand, there a few solutions to those problems which are first, the company should prioritize the production of Smart ceiling fans that can be the considerations for all types of income class. The next solutions are to do strict quality control inspections in every product until it is delivered to the customers. Inspection should be done from the first step of the manufacturing, before shipping to the stores, and before delivering to the customers. Pensonic also should hire more quality control staff to check only the products without any defects to be sold to the customers. All of these solutions are considered to assist Pensonic in producing a very quality product to be served to their customers to sustain their business growth, developments, and more achievements ahead.

2.3 Products/Services

Pensonic is well-known for manufacturing electrical home appliances since 1982. The appliances can be categorized as in the table below:

Table 2.1: Products/services provided by Pensonic

TYPE OF PRODUCTS/SERVICES	PRODUCTS
<p>1. Kitchen appliances</p> 	<ul style="list-style-type: none"> • Rice cooker • Multicooker • Gas cooker • Slow cooker • Blender • Stand/hand mixer • Juice extractor • Oven • Jug Kettle • Toaster • Coffee maker • Commercial Stove • Thermo flask • Steamer • Water dispenser • Water filter
<p>2. Home comfort</p> 	<ul style="list-style-type: none"> • Air conditioner • Fans • Water Heater • Vacuum Cleaner • Air Cooler
<p>3. Refrigerator</p> 	<ul style="list-style-type: none"> • Freezer • Mini fridge