



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

**KUNSHAN AOSHIDA ELECTRIC
TECHNOLOGY Co., Ltd**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND
SURVEYING**

**PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND
GEOMATICS (HONS.)**

SEMESTER : 8

PROJECT TITLE : ELECTRIC WHEELCHAIR

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ACKNOWLEDGEMENT

Thanks to Almighty ALLAH for giving me strength and ability to understand, learn and complete this report.

I would like to express my sincere gratitude to my lecturer Dr. Shafiq Shahrudin for providing the invaluable guidance, comments and also suggestions throughout this case study report for Fundamentals of Technology Entrepreneurship (ENT600) subject. He gave me moral support and guided in different matters regarding this report. He had very kind and patient while suggesting me the outline of this report. I thank him for the overall support.

Moreover, I would like to thankful to Kunshan Aoshida Electric Technology Co., Ltd which provide me the opportunity to choose this company as my project. Lastly, I also deeply thankful to my classmates and beloved family for their support, either morally, financially and physically helping me in finishing this case study report.

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EXECUTIVE SUMMARY

Kunshan Aoshida Electric Technology Co., Ltd is a company that develop and produce the electric wheelchair for the disable person. This company has various type of electric wheelchair pattern that produce by their R&D department for the market. However, by doing the SWOT analysis, this company product strength, weakness, opportunities and threats are determined and by doing some research and analysis, the ways to overcome the product problems can be implemented in order to producing my own product.

The first problem of their product is the height of the wheelchair cannot be adjusted. The user of the wheelchair will have problem when they want to reach something that is higher than their height. Apart from that, when the wheelchair height cannot be adjusted, the person such as nurse that help the wheelchair users to in and out of the wheelchair will has experience of the back pain. The next problem identified is the battery take longer time to charge. It is estimated that an electric wheelchair needs about 8 hours for the optimum charge. It is very problematic when the disable person who use the wheelchair at outside of their house when the battery is running out.

By doing some innovation and Research & Development, the new electric wheelchair can be produced as my own product. The wheelchair will equip with the button that can use to adjust the wheelchair seat height. The frame of the wheelchair can equip with the electric system to adjust the height by using the controller button according to the user needed and situation. Apart from that, the electric wheelchair also be install with the small size of solar panel. After the wheelchair run out of battery, the solar panel will take place the battery and generate the electric for the wheelchair power in the emergency cases to make sure that the electric wheelchair can still can be use before it need to recharge the battery back when at home. With this new innovation and upgraded, the new electric wheelchair produce by my company can challenge other company in the same market because of its capability and widely range facilities that meet users requirement nowadays.

2.3 Products / Services

Table 2.1 Product / Service Provided by Kunshan Aoshida Electric Technology Co., Ltd

TYPE OF PRODUCT / SERVICE	DESCRIPTION
<p style="text-align: center;">Detail</p>  <p style="text-align: center;">Freedomchair A06</p>	<p>This kind of Freedom Chair is the most classic model, powerful brush-less motors used in this fast powered wheelchair can run continuously for long periods and require no maintenance. No matter you are elderly, disabled or just need medicare for some time.</p>
 <p style="text-align: center;">Freedomchair A07</p>	<p>The most popular model designed according to ergonomic standard, and fits most types of users. It features an integrated, anti-tip device that does not need to be removed when folding. It is also ideal for those who make lateral movements to and from the chair and works equally well indoors and out.</p>