COMPANY ANALYSIS

SZ DJI TECHNOLOGY CO., Ltd.

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

FACULTY & PROGRAMME	**: FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING -AP220**
SEMESTER	**: EIGHT (8)**
PROJECT TITLE	**: UNMANNED AERIAL VEHICLE - DRONE**
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ACKNOWLEDGEMENT

Thank God for all the abundance and grace I was able to complete this individual assessment to fulfil some of the requirements of a Bachelor of Science and Geometrics. Many thanks and thank you to my lecturer Dr Shafiq Shahruddin who gave me the golden opportunity to do this wonderful project on the topic Company Analysis on SZ DJI Technology Co., Ltd. which also helped me in doing a lot of research and who has given me a lot of guidance so that this task can be completed. In addition, I would also like to thank the manufacturer company SZ DJI Technology Co., Ltd. which helping me by giving their company information in term of organization, product, development, business and marketing. I would also like to thank my family members for their generous support, advice as well as financial and friends and especially friends who spend so much time together to complete the assignments. Lastly, thank you very much to everyone who has helped me directly or indirectly. Any attempt at any level cannot be satisfactorily completed without the support and guidance from these parties. May Allah reward you for your kindness.

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EXECUTIVE SUMMARY

SZ DJI Technology Co., Ltd. more popularly known as its trade name DJI which stands for Da-Jiang Innovations. It is a Chinese technology company headquartered in Shenzhen, Guangdong with manufacturing facilities throughout the world. DJI manufactures commercial unmanned aerial vehicles as known as drones for aerial photography and videography. It also designs and manufactures camera gimbals, action cameras, camera stabilizers, flight platforms and propulsion systems and flight control systems. Its camera drone technology is widely used in the music, television and film industries. One of the focused products is Unmanned Aerial Vehicle (DJI Phantom 3 Advanced). The Phantom series has evolved to integrated flight programming with a camera, WIFI or Lightbridge connectivity and the pilot's mobile device. DJI Phantom 3 Advanced can be used as an autonomous survey drone or vessels that deliver high performance for data acquisition at wide area above the sky. DJI Phantom 3 Advanced is integrated with other top-notch survey component to deliver full satisfactory usage for the user. But, in photogrammetry the most important thing needs to be put in priority is the quality of the data and one of the factors that can influence the data quality is the capability of the equipment. DJI Phantom 3 Advanced delivers excellent full-HD video. The convenience and safety features allow beginners to get flying fast. New sensors and an additional satellite navigation make flying indoors and outside more stable than its predecessors. Support DJI's Intelligent Flight options including autonomous waypoint navigation or Follow Me. First in term of battery life which is type of battery used. Our company which is Phoxic Enterprise will innovate this product by the battery that have been used which is Battery LiPo 4S should be upgraded with many replacement batteries in the market that can give better and longer-lasting performance such as LiPo 3S. Our company will upgrade this battery so that it will be more compatible with the UAV specifications and have the maximum mAh model that can be handle. Second, our company will come out with a better design for the new product. Thus, the design of the new product must look good and easy to carry anywhere. Smaller and beautiful design can attract many customers to buy it. The design must be made of quality materials and able to last a long time so that the tool is not easily damaged and so on. The brand of the product can be introduced worldwide since it has the capability to produce excellent performance in equipment operation and result in data acquisition. The upcoming product that will be produced to the world in future is Phoxic Phantom. This new recommended product has excellent battery life and the design of the product is easy to carry around.

2.3 Product/Services

2.3.1 Product

SZ DJI Technology Co., Ltd. offers a variety of photogrammetry survey equipment. There are including camera gimbals, action cameras, camera stabilizers, flight platforms and propulsion systems and flight control. DJI manufactures commercial unmanned aerial vehicles (drones) for photography and videography. DJI develops flight controllers intended for multi-rotor stabilization control of various platforms or heavy payloads in aerial photography. The A2 controller includes orientation, landing, and home return features. Products include GPS-compass receivers, LED indicators and Bluetooth connectivity. Besides, DJI also developed the Ronin which is a standalone ground-based camera platform developed for cinematography and aerial filmmaking in professional environments. It is built for professional videography and photography and targets the film industry. By using three individual motors, Ronin stabilizes when moving vigorously. In addition, DJI have been produces the Phantom series which has been evolved to integrated flight programming with a camera, Wi-Fi or Lightbridge connectivity, and the pilot's mobile device. Phantoms are made for aerial cinematography and photography applications, but are also used in recreational use. There have now been four generations of the product line, the most recent one is the Phantom 4 RTK, announced on October 15, 2018. The Mavic series also include as one of the products that have been produced by DJI. The Mavic series includes Mavic Pro, Mavic Pro Platinum, Mavic Air, Mavic Air 2, Mavic Air 2S, Mavic 2 Pro, Mavic 2 Zoom, Mavic Mini, and DJI Mini 2. The mainly industrial UAVs for professional aerial photography that have been developed by DJI is the Spreading Wings. The Spreading Wings has high definition 3D mapping, ultra-light search and rescue, and surveillance etc. based on camera gear on board. In 2013, two models were released: S800 regular and EVO. SZ DJI Technology Co., Ltd. provides a versatile and compact field solution based on radar range of the surface.