



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Panasonic

COMPANY ANALYSIS

Panasonic Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Table of Contents

LIST OF FIGURES	iii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
1. INTRODUCTION	1
1.1 Background of The Study	1
1.2 Purpose of the Study	1
1.3 Problem Statement	2
2. COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products/Services	5
2.4 Business, Marketing and Operational Strategy	6
2.4.1 <i>Business Strategy</i>	6
2.4.2 <i>Marketing Strategy</i>	7
3. COMPANY ANALYSIS	8
3.1 SWOT ANALYSIS	8
3.1.1 <i>Strength</i>	8
3.1.2 <i>Weakness</i>	9
3.1.3 <i>Opportunities</i>	9
3.1.4 <i>Threats</i>	9
4. FINDINGS AND DISCUSSION	10
4.1 Findings	10
4.1.1 <i>Issue/Problem 1: Water flosser have to frequently charge.</i>	10
4.1.2 <i>Issue/Problem 2: The plaque cannot remove effectively.</i>	10
4.2 Discussion	10
4.2.1 <i>Suggested solution for issue/problem 1</i>	10
4.2.2 <i>Suggested solution for issue/problem 2</i>	11
5. RECOMMENDATION AND IMPROVEMENT	12
5.1 Major Problems	12
5.2 Alternatives Solutions	12
6. CONCLUSION	13
7. REFERENCES	14

EXECUTIVE SUMMARY

Panasonic Corporation is a global company that offers a wide range of products and services, including rechargeable batteries, automotive and avionics systems, industrial systems as well as home renovation and construction. In this company analysis, we investigated, identified and analysed the product that is produced by Panasonic which is a water flosser.

The first problem regarding their product is that the battery is not durable. If the battery is not durable, the consumers will frequently charge the product and it will make the product easy to damage. The next problem is that the product cannot remove plaque effectively. The consumers cannot rely on the product only without brushing their teeth because the product cannot remove plaque completely but it only reduces the plaque.

Other than that, there are solutions to these problems. The first solution to the first problem is to upgrade their battery performance and replace it with a high-quality battery that is more durable than the previous product. The next solution is a combination of a toothbrush and water jets. This will allow consumers to bring it anywhere with a compact space.

1. INTRODUCTION

1.1 Background of The Study

Oral hygiene is the method of keeping one's mouth clean and free from illness and other problems (for example, poor breath) by regular brushing of the teeth (dental hygiene) and cleaning between the teeth. Oral hygiene must be practised on a daily basis in order to avoid dental decay and bad breath. The most common types of dental disease are tooth decay. Usually dentist will suggest to brushing twice a day which is after breakfast and before going to bed but ideally the mouth would be cleaned after meal. Interdental cleaning is important as tooth brushing which cleaning between the teeth. This is because the toothbrush cannot reach between the teeth and it is only removing about 50% of plaque from the surface of the teeth. In addition, there are many tools to clean between the teeth, including floss, water flosser and interdental brushes. It is up to each individual to choose which tool they prefer to use and comfortable for them. Furthermore, sometimes white or straight teeth are related to oral hygiene but a hygienic mouth can have stained teeth or crooked teeth. Therefore, to improve the appearance of their teeth, people may use tooth whitening treatments and orthodontics.

1.2 Purpose of the Study

The purpose of this case study is to investigate, classify, and analyse the company's product, as well as their challenges and possible solutions to those problems. Through doing so, I will examine the window of opportunity for exploiting consumers for innovative advancement products and determine whether or not the new innovation can be commercialised.

2.3 Products/Services

Panasonic is a brand that produced electric appliances and consumer electronics products. The Panasonic's products are:

- TV and AV
 - Television
 - Headphone
 - Blu-ray and DVD player
- Home Appliances
 - Refrigerator
 - Washers and Dryer
 - Vacuum Cleaner
- Kitchen Appliances
 - Rice Cooker
 - Blender and Hand Blender
 - Breakfast Appliance
- Air Solutions
 - Air conditioner
 - Air Purifier
- Beauty and Healthcare
 - Hair Care
 - Oral Care
 - Face Care
- Cameras and Camcorder
- Battery and Torchlight
- Phone, Fax and Video Intercom