



اَوْنَهَوْرَسِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

coway

COMPANY ANALYSIS

COWAY

FACULTY	ARCHITECTURE, PLANNING AND SURVEYING
COURSE CODE	ENT 600
SEMESTER	FEBRUARY 2021 – AUGUST 2021
TITLE	CASE STUDY
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EXECUTIVE SUMMARY

Coway is a Korea company which is focusing on the produce home wellness appliances. This case study will be focussing on the air purifier where it was produced by Coway. It will be investigating, identified and analysed along with their current problems and come out with solutions.

Based on the analysis, the first problem is air purifier consume space. The large capacity of air purifier can control the large space area. When it used the large air purifier it needs to find a suitable space to locate it. Most of the air purifier brand in Malaysia has this problem. This becomes important problem to the air purifier.

In order to solve this problem, it has a suggestion to do innovation to the air purifier. The air purifier will be solving by innovate it to the duo function. This way can solve the problem and give a duo function which is table fan and air purifier. It is also can have a collaboration with other product which is table fan.

2.0 COMPANY INFORMATION

2.1 Background

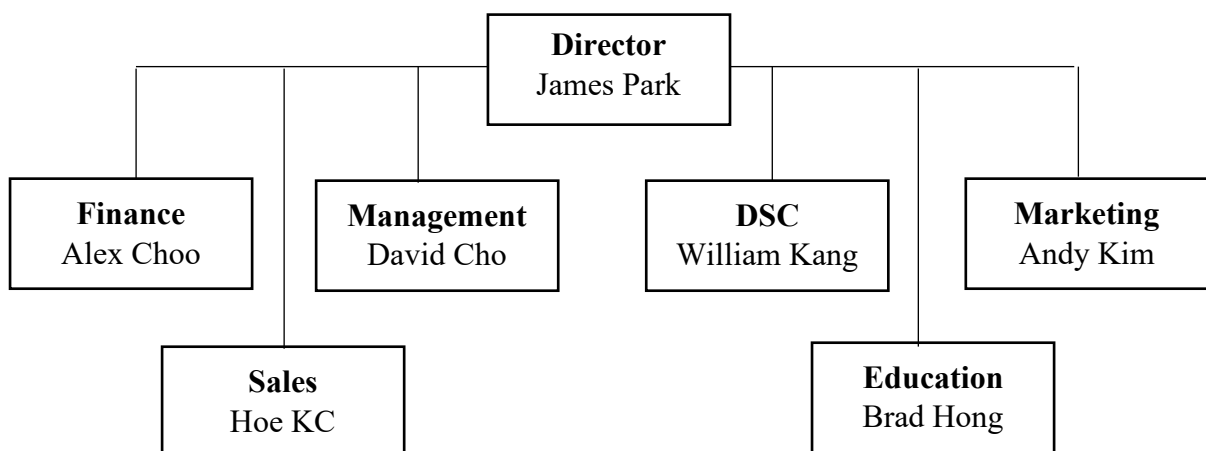
Coway is a company that produce home wellness appliances, including water purifiers, air purifiers, bidets and water softeners. It ranked No. 1 in brand value growth at Interbrand's Best Korea Brands 2016, and No 1. in market capitalization growth rate among Korea's top 500 companies in terms of market capitalization in 2015.

This company was established since 1989, Coway has been dedicated to researching and developing environmental solutions, particularly clean water and air solutions. Coway has consistently grown while maintaining transparency an ethics management principles. In 1998, it was introduced a rental business model for the first time in the industry and provide before sales service by service representative call "Cody".

As a result, Coway has topped the Gallup polls recent years in terms of market share, customer satisfaction and brand awareness. Since mid-2000s, the company has actively made forays into the global market to become a leading global household electronics company, while strengthening our domestic position.




Coway was introduced to the Malaysian market in 2006. With the tagline “We Bring Wellness”, Coway positions itself as the brand that cares for your health and the environment, providing 100% eco-friendly home appliances for your well-being. To date, there are more than 40,000 customers in Malaysia and the number is rapidly growing.

2.2 Organization Structure



2.3 Products/Services

Table 1 List of Coway Product

Type of Product	Description
<p data-bbox="204 344 395 376">Water Purifier</p> 	<p data-bbox="643 344 1378 488">Enjoy a glass of perfection from water dispensers that come with advanced water filtration systems to give the best purified water.</p>
<p data-bbox="204 1061 357 1093">Air Purifier</p> 	<p data-bbox="643 1061 1378 1205">Keep user safe from bacteria, viruses, and haze with air purifier cleaners that's equipped with HEPA & other anti-virus filters.</p>
<p data-bbox="204 1621 336 1653">Bathroom</p> 	<p data-bbox="643 1621 1378 1765">Improve the lifestyle with technologically advanced and elegantly designed bathroom accessories such as manual bidet and water softener.</p>