



اَوْنُوْزِيسِيْتِي تِيكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TOSHIBA

CASE STUDY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY	FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
PROGRAMME	AP 220 [BSC. (HONS) ARCHITECTURE]
SEMESTER	8
PROJECT TITLE	CASE STUDY OF TOSHIBA COMPANY
NAME	AZINUDDIN BIN MOHD ASRI
MATRIX NO.	2019717379
LECTURER	DR ATHIFAH NAJWANI BINTI HAJI SHAHIDAN
SUBMISSION DATE	7TH NOVEMBER 2021

ACKNOWLEDGEMENT

In playing out my task, I needed to take the assistance and rule of some regarded people, who merit our most noteworthy appreciation. I might want to show my appreciation to Dr Athifah Najwani Binti Haji Shahidan, our ENT 600 Lecturer, for giving me a decent rule for task all through various interviews. I might likewise want to extend our most unfathomable appreciation to every one of the people who have straightforwardly and in a roundabout way directed us in finishing this task.

To wrap things up, an abundance of thanks go to the all partners of the undertaking, whose have put on their full exertion in dealing with the group in accomplishing the objective. I likewise need to see the value in the direction given by my cohorts in my task report, it has further developed my abilities on account of their remark and advices.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem statement	1
1.3 Purpose of the study	2
2.0 COMPANY INFORMATION	3
2.1 Company Background	3
2.1.1 Vision.....	4
2.1.2 Mission	4
2.2 Organizational Structure.....	5
2.3 Product and Services	6
2.4 Technology	7
2.5 Business, Marketing, Operational Strategy	8
2.5.1 Business Strategy.....	8
2.5.2 Marketing Strategy	8
2.5.3 Operational Strategy	9
3.0 PRODUCT ANALYSIS	10
3.1 SWOT Analysis	10
3.1.1 Strength.....	10
3.1.2 Weakness	11
3.1.3 Opportunity.....	12
3.1.4 Threat.....	13
4.0 FINDINGS AND DISCUSSION	14
4.1 Findings	14
4.1.1 Problem 1: Audio lacks clarity	14
4.1.2 Problem 2: Poor build quality.....	14
4.1.3 Problem 3: Prolonged usage cause discomfort.....	15
4.2 Discussion.....	15
4.2.1 Solution 1: Change diaphragm headphone	16
4.2.2 Solution 2: Change Bluetooth 4.2 version to 5.0 version	16

EXECUTIVE SUMMARY

The aim of this assignment is to discover the product's flaw. The company I've picked is Toshiba Corporation, which was founded on July 11th, 1875 by Tanaka Hisashige. To conduct my research, I selected the RZE-BT 180H's headphone from their extensive product line. In this case study, I used a SWOT analysis to evaluate the RZE-BT 180H's strengths, weaknesses, opportunities, and threats. The biggest issue I found with the RZE-BT 180H is that the audio lacks clarity, in contrast to other Toshiba equipment such as their laptop speakers, Toshiba TV, wireless Bluetooth speakers, and others. The greatest remedy I can think have based on the situation is to replace the diaphragm on a pair of headphones, where the diaphragm's quality effects the overall quality of the headphone. Finally, the recommended solution for this headset would result in higher user satisfaction for individuals who chose to use the headphone. Aside from that, if it works, it will help increase revenue because demand for the headphones will definitely rise once people realize how much better they have gotten as a consequence of the proposed solution.

2.3 Product and Services

Toshiba has had a range of products and services, including air conditioners, consumer electronics (including televisions and DVD and Blu-ray players), control systems (including air-traffic control systems, railway systems, security systems and traffic control systems), electronic point of sale equipment, elevators and escalators, home appliances (including refrigerators and washing machines), IT services, lighting, materials and electronic components, medical equipment (including CT and MRI scanners, ultrasound equipment and X-ray equipment), office equipment, business telecommunication equipment personal computers, semiconductors, power systems (including electricity turbines, fuel cells and nuclear reactors) power transmission and distribution systems, and TFT displays.

1. HD DVD

Toshiba was instrumental in the creation and widespread adoption of the DVD format. Following a defeat in a format "battle" versus Blu-ray, Toshiba announced on February 19, 2008 that it will be retiring its HD DVD storage technology, which is the successor to DVD. After Sony, Panasonic, Philips, and Pioneer Corporation developed the Blu-ray format, the HD DVD format failed. Toshiba's president, Atsutoshi Nishida, admitted that HD DVD had been discontinued. "We concluded that a swift decision would be best [and] if we had continued, that would have created problems for consumers, and we simply had no chance to win".

Toshiba kept supplying equipment to merchants until the end of March 2008, as well as providing technical support to the estimated one million consumers who had HD DVD players and recorders around the world. Toshiba launched a new line of Blu-ray players and discs for PCs and laptops, as well as joining the Blu-ray Developers Association (BDA), an industry group that governs the format's development.

2. REGZA

Toshiba owns and manufactures REGZA (Real Expression Guaranteed by Amazing Architecture), a unified television brand. In 2010, the REGZA brand was phased out of the North American market, and as of March 2015, all new Toshiba TVs are designed and manufactured by Compal Electronics, a Taiwanese firm that Toshiba