



اَبُو سَيِّدِي تَيْكُونُ لَوِيْنِي وَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

logitech

COMPANY ANALYSIS

LOGITECH

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EXECUTIVE SUMMARY

The purpose of this assignment is to identify the problem in the product. Logitech International S.A. is the company I've chosen. From their extensive product selection, I chose the Logitech G Pro Superlight wireless mouse speakers for my inquiry. I used a SWOT analysis in this case study to determine the G Pro Superlight's strengths, weaknesses, opportunities, and threats. The first problem I encountered with these wireless mice was the charging port.

2.3 PRODUCT AND SERVICES

Table 2.2 List of Products

MOUSE	
Type	Computer referral
Series	Wireless Mouse <ul style="list-style-type: none"> • MX Master 3 (RM 449) • M729 Triathlon (RM 249) • M585 Multi-Device (RM 139) • M331 Silent Plus (RM 86) • M221 Silent Wireless Mouse (RM 69) • M179 Wireless Mouse (RM 49)
	Wired Mouse <ul style="list-style-type: none"> • M100r Corded Mouse (RM 28.90) • G403 Mouse (RM 299) • G102 Mouse (RM 109)
KEYBOARD	
Type	Computer referral
Series	Wireless Keyboard <ul style="list-style-type: none"> • MX Keys Keyboard (RM 489) • K380 Multi-Device Bluetooth Keyboard (RM 149) • K375 Multi Device Keyboard (RM 109) • K400 Plus Wireless Touch Keyboard (RM 199) • K270 Wireless Keyboard (RM 89)
	Wired Keyboard <ul style="list-style-type: none"> • Logitech K120 USB Standard Computer Keyboard (RM 42) • Logitech MK200 Multimedia Keyboard (RM 69) • G413 Keyboard (RM 429) • G512 Carbon Keyboard (RM 546)