



اَبُو سَيِّدِي تَيْكُونُ لَوِيحِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

MITSUBISHI ELECTRIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

GROUP : **RCS2516A**
PROJECT TITLE : **CASE STUDY OF MITSUBISHI ELECTRIC**
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EXECUTIVE SUMMARY

The purpose of the project is to figure out what the product's problem is. Mitsubishi Electric is the company I've picked for my research, and among their many home appliance products, I've chosen the Mitsubishi Electric Refrigerator 710l 4-Door Inverter 5-Star Energy Saving MR-L78EN. In this case study, I used a SWOT analysis to determine the MR-L78EN Refrigerator's strengths, weaknesses, opportunities, and threats. The primary issue I found with this MR-L78EN Refrigerator is that it is believed to be pricey in Malaysia, and it lacks an official online shop, unlike other brands like Hitachi and Sharp. From the problem, I have come up with the best possible solution which is to establish an official online store in the Malaysian market.

2.3. Product and services

AIR CONDITIONING SYSTEM	
TYPE	Home Appliance
SERIES	Air Conditioner LN Series MSZ-LN10VF (1.0HP) MSZ-LN13VF (1.5HP)
	Air Conditioner GR Series MSY-GR10VF (1.0HP) MSY-GR18VF (2.0HP)
	Air Conditioner JS Series MSY-JS13VF (1.5HP) MSY-JS24VF (2.5HP)
	Air Conditioner JR Series MS-JR10VF (1.0HP)

REFRIGERATOR	
TYPE	Home Appliance
SERIES	Multi-Drawer MR-WX70C