



إِنَّمَا نَسْتَعِينُكَ بِتِلْكَ الْوَعْدِ
UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS

MITSUBISHI ELECTRIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

PROJECT TITLE: CASE STUDY OF MITSUBISHI ELECTRIC

NAME: MUHAMMAD HUSSEIN SYAFIQ BIN MOHD THOLAAT

FACULTY & PROGRAM: FACULTY OF COMPUTER SCIENCE (HONS) NETCENTRIC
COMPUTING

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LECTURER: DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

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EXECUTIVE SUMMARY

The company of my choice is Mitsubishi Electric and I have chosen the Jet Towel Smart Series as my product to run the analysis. The task that is given for this assignment is to identify the problem, pick out a solution upon the most critical problem, and pinpoint the best solution and recommendation of the product. In this case study, I have concluded the SWOT analysis where it is used to find out the strength, weaknesses, opportunities and threats of Jet Towel Smart Series. The problem that I identified from Jet Towel Smart Series is the recent scandal from product failure and lack of reputation, no monthly subscription or scaled payment, poor diversification and the product may cause serious health issues. The most critical problem that I found from this product is the health issues that are caused by the product and I came up with the best solution which is the improvement of the design by creating a space for hand sanitizer to be filled in.

2.3 Products and Services

AIR CONDITIONING SYSTEM	
TYPE	Home Appliance
SERIES	Air Conditioner LN Series <ul style="list-style-type: none"> ● MSZ-LN10VF (1.0HP) ● MSZ-LN13VF (1.5HP)
	Air Conditioner GR Series <ul style="list-style-type: none"> ● MSY-GR10VF (1.0HP) ● MSY-GR18VF (2.0HP)
	Air Conditioner JS Series <ul style="list-style-type: none"> ● MSY-JS13VF (1.5HP) ● MSY-JS24VF (2.5HP)
	Air Conditioner JR Series <ul style="list-style-type: none"> ● MS-JR10VF (1.0HP)
REFRIGERATOR	
TYPE	Home Appliance
SERIES	<ul style="list-style-type: none"> ● Multi-Drawer MR-WX70C
	<ul style="list-style-type: none"> ● French Door MR-L78EN
	<ul style="list-style-type: none"> ● Bottom Freezer MR-CG56EP
	<ul style="list-style-type: none"> ● Top Freezer MR-F62EG
DEHUMIDIFIER	
TYPE	Home Appliance
SERIES	<ul style="list-style-type: none"> ● Inverter Flagship type MJ-EV250HM
	<ul style="list-style-type: none"> ● Large capacity and powerful type MJ-E195HM
	<ul style="list-style-type: none"> ● Lightweight and efficient MJ-E120AN
FAN	
TYPE	Home Appliance
SERIES	<ul style="list-style-type: none"> ● Living Fan R16-RU-P
	<ul style="list-style-type: none"> ● Cycle Fan CY16-ST-P
	<ul style="list-style-type: none"> ● Season Fan R12A-D