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UNIVERSITI
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RAZER™

COMPANY ANALYSIS

RAZER

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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SCIENCES BACHELOR OF COMPUTER SCIENCE
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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is Razer Inc. From their variety of products, I have chosen the Razer Cynosa keyboard to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities and threats of the Razer Cynosa. The main problem I identified on this Razer Cynosa is limited features, unlike the other products such as mouse and etc. From the problem, I have come up with the best solution which is add more features into this keyboard.

2.3 Product and Services

2.3.1 Product

Razer offers products and software that are priorities for people who are involved in gaming, streaming and professional gamers. The product Razer represents efficiency, high performance and ease of use. The product design was basic yet sophisticated, fashionable yet practical, and inexpensive while maintaining a high level of quality. There are nine main groups of Razer gaming products and equipment which are Laptops, Smartphones, Desktops/PC, Accessories, Peripherals, Streaming, Chairs, Softwares and new products that is Razer Mask. Each of the classes have other fragments such as Peripherals there are Mice, Audio and Keyboards. Meanwhile, for software such as Razer Synapse, Razer Chroma RGB, Razer Cortex, THX Spatial Audio, and more. Each of the software have their own utilization and capabilities that support the devices enhancing and exchanging such as the Razer Chroma RGB supports the Razer Keyboard to change the colour lightings, keybinds and more. Razer is one of the most popular brands among clients since it offers a wide range of gaming goods.

2.3.2 Services

There are many services that Razer provides such as software, virtual card, gift card and etc. Razer provides a wide choice of gaming software to complement your Razer gaming experience, whether it's allowing you to game lag-free, stream with personalised Chroma effects, or amp up your audio for competitive gaming advantage. In addition, Razer Gold and Silver provide users an advantage on any battlefield. Razer Gold is a unified virtual credit system for gamers worldwide, with over 42,000 games and entertainment titles available. Razer Silver is the only loyalty rewards program for gamers. Razer also provide a website which is Gold Webshop for gamers to top up their games using Gold PINs. Gold PINs are a type of digital code that may be used to refill Razer Gold wallets or top up participating game credits.