



اَوْنِيُوْا سِيَّتِيْ تِيَكُوْا لَوِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRODUCT ANALYSIS
MITSUBISHI ELECTRIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This case study assignment is about analyzing the chosen product. The company that has been chosen by me is Mitsubishi Electrical. From the various choice of products they provided, I have chosen the Water Pump technology. In this case study, I manage to finish the SWOT analysis about the product that I have chosen which contains the strength, weakness, opportunity, and threat of the water pump. The main problem for this product is that the website specifically for water pump is outdated or old unlike the refrigerator or electric fan, the others two products provided by Mitsubishi Electrical. For the problem, I have come up with the solution which is to upgrade the website for the water pump so it will on pair with the rest of the others product.

2.3 Product & Services and Technology

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