



اَبُو سَيِّدِي تَكُونُ لَوْ كُنْ فَاَرَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ASUS LAPTOP ROG Strix G15 G512LI

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
SEMESTER : SEMESTER 6 (RCS2516A)

PROJECT TITLE : CASE STUDY OF ASUS

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ACKNOWLEDGEMENT

First and foremost, praises are to God, the Almighty, Allah SWT. With the blessing given by Him for my health and my ability to think, I can complete this case study successfully. Next, I would like to extend my gratitude to my course lecturer, Dr. Athifah Najwani binti Hj Shahidan, for guiding me in the Technology Entrepreneurship course. She provided advice and assistance for me in doing this case study.

Next, I would like to thank my friends, Luqman zulkifli, Nabila Rashid, Iman Izzati, and Fakhrul Ridzuan that have helped me to complete the first part of this case study which is the background of the study and background of the company. With their help, it eases my journey to complete this task.

Not to forget, I am most thankful to my mother who supported me throughout this online distance learning and has helped me by giving ideas and advice. I would like to thank my university, Universiti Teknologi MARA, for giving us, Computer Science students, to learn entrepreneurship as well and providing us good resources and educators for us to learn from.

Lastly, I would like to express my appreciation to everyone who has helped me in completing this case study, whether directly or indirectly.

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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is ASUSTeK Computer Inc. From their variety of products, the product chosen is ASUS Rog Strix G15 G512LI gaming laptop to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the ASUS Rog Strix G15 G512LI. The main problem I identified on this ASUS Rog Strix G15 G512LI gaming laptop is that the laptop does not have built-in webcam, unlike the other laptop by ASUS such as Vivobook. From the problem, I can come up with the best solution which is market the ASUS external webcam with good specification and affordable price.

2.2 Organization Structure

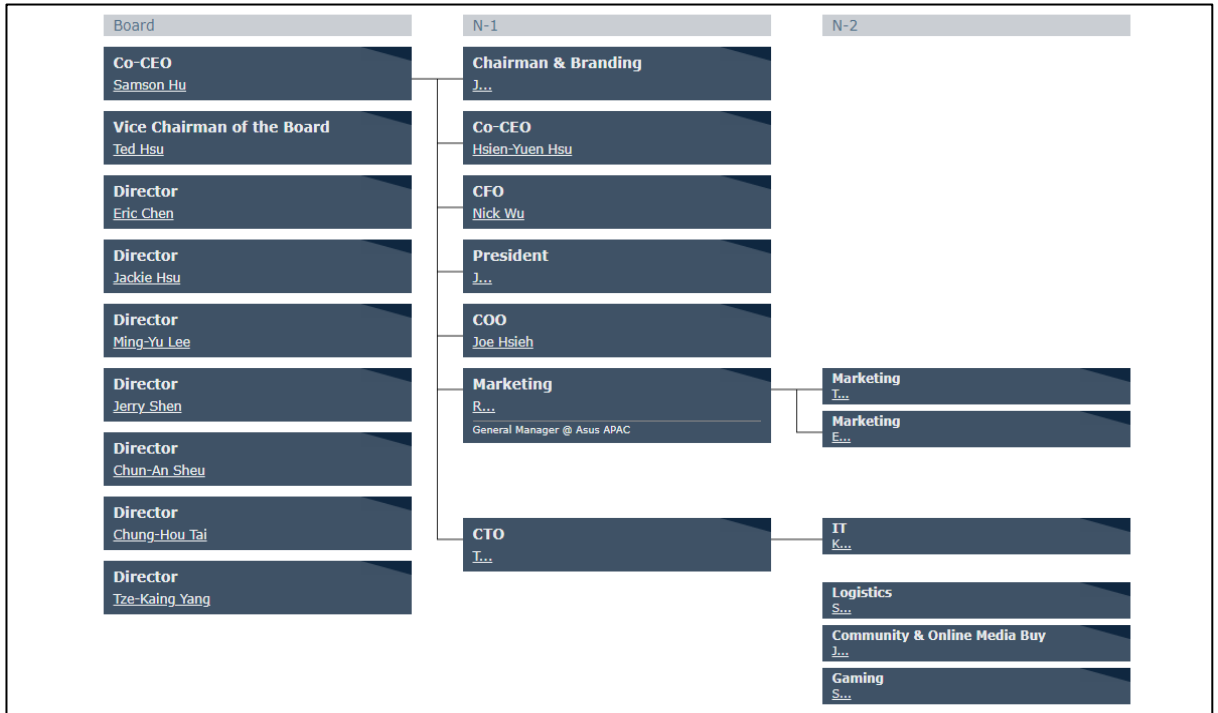


Figure 1 – Organization Structure.

2.3 Products and Services

2.3.1 Products

LAPTOPS

SERIES	
	ROG Series <ul style="list-style-type: none"> • ROG Flow X13 (RM 6499) • ROG Zephyrus G15 (RM 8799) • ROG Strix G17 (RM 4399)
	Zenbook <ul style="list-style-type: none"> • Zenbook Pro Duo 15 OLED (RM 12999) • Zenbook 14X OLED (RM 5599.96) • Zenbook Flip 13 OLED (RM 4699) • Zenbook Duo 14 (RM 5199)
	ASUS <ul style="list-style-type: none"> • ASUS M415 (RM 2219) • ASUS E410 (RM 1800) • ASUS A516 (RM 2049)