



اَوْنُوْ سِيْطِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# ***MITSUBISHI ELECTRIC MALAYSIA SDN BHD***

## **COMPANY ANALYSIS**

### **MITSUBISHI ELECTRIC**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

|                   |  |
|-------------------|--|
| FACULTY & PROGRAM | : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES/<br>BACHELOR OF COMPUTER SCIENCE (HONS.) NETCENTRIC<br>COMPUTING |
| SEMESTER          | : SEMESTER 6 (RCS251 6A)   |
| PROJECT TITLE     | : CASE STUDY OF MITSUBISHI ELECTRIC MALAYSIA SDN<br>BHD  |
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## **EXECUTIVE SUMMARY**

The goal of this project is to figure out what the product's flaw is. Mitsubishi Electric Malaysia Sdn Bhd is the firm I've picked. I chose the R16-GU tatami fan for my investigation from their wide range of goods. In this case study, I used a SWOT analysis to determine the R16-GU's strengths, weaknesses, opportunities, and threats. The primary issue I found with the R16-GU is that it has no remote control for speed level, unlike other Mitsubishi fan such as wall fan and so on. From the dilemma, I've come up with the greatest answer, which is to physically provide R16-GU the remote control to adjust speed level.

### 2.3. Product & Services and Technology

| AIR CONDITIONING SYSTEM |   |
|-------------------------|---|
| TYPE                    | Home Appliance  |
| SERIES                  | Air Conditioner LN Series <ul style="list-style-type: none"><li>· MSZ-LN10VF (1.0HP)</li><li>· MSZ-LN13VF (1.5HP)</li></ul> |
|                         | Air Conditioner GR Series <ul style="list-style-type: none"><li>· MSY-GR10VF (1.0HP)</li><li>· MSY-GR18VF (2.0HP)</li></ul> |
|                         | Air Conditioner JS Series <ul style="list-style-type: none"><li>· MSY-JS13VF (1.5HP)</li><li>· MSY-JS24VF (2.5HP)</li></ul> |
|                         | Air Conditioner JR Series <ul style="list-style-type: none"><li>· MS-JR10VF (1.0HP)</li></ul>                               |