

# COMPANY ANALYSIS SAMSUNG MALAYSIA ELECTRONICS SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF COMPUTER SCIENCES AND MATHEMATICS

PROGRAMME: BACHELOR OF INFORMATION TECHNOLOGY (CS240)

SEMESTER: 6

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## **ACKNOWLEDGEMENT**

All praises to Almighty Allah S.W.T, the most beneficent and gracious, for His blessings and strengths in allowing me to complete the case study report for the Fundamentals of Technology Entrepreneurship (ENT 600) topic on time.

I'd want to thank Dr Farah Lina Binti Azizan, our lecturer, for her help and support in completing this assignment and teaching this subject. She always gives it her all when it comes to educating, coaching, and advising her students on how to complete this case study project to generate a positive result from the research that has been conducted.

Lastly, I would like to thank my parents and my beloved friends that always stick together and work hard to produce a good assignment with all efforts and responsibility. May all the efforts will give a lot of benefits for us and to our group assignment.

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## **EXECUTIVE SUMMARY**



Samsung Malaysia Electronics Sdn Bhd is a South Korean multinational corporation that specializes in consumer electronics, semiconductors, memory, technological equipment, and, most notably, Samsung Galaxy smartphones. According to historical data, the company has been successful in developing its business by exporting to over 100 nations in regions such as Asia, the Middle East, Europe, and Oceania.

The focus of this case study analysis is on the Samsung keyboard, which will be analysed, investigated, and identified, as well as their current problems, to find a better solution that can be adopted in the Samsung firm to improve the existing system in business development growth. Samsung is a Malaysian electronics company that produces a variety of products, including keyboards. Customers of a wide age range and technological gurus are the company's target markets. Sony, Apple, LG, Logitech, and other companies are among Samsung's competitors.

In a nutshell, to compete in the global market, Samsung must develop more effective methods. As a result, the plan has undergone some examination and execution. Furthermore, a SWOT analysis has been drawn out to strengthen the company's strengths and to identify activities to address the company's weaknesses.

## 2.3 Products

Samsung Group is taking the lead in technology innovation. Samsung Group is divided into three key divisions which are Consumer Electronics, IT & Mobile Communications and Device Solutions. Samsung Electronics constantly reinvents the future where explore the unknown to discover technologies to help people all over the world.

No.	Products	Descriptions
1.	<p>Visual Displays</p> 	<p>Serif TV has launched a new design paradigm in the television industry, strengthening the leading position. Consumer awareness of high resolution and picture quality could drive rapid for UHD and curved TVs. An emerging standard of picture quality evaluation helps Samsung to maintain its leadership position in the TV market.</p>
2.	<p>Digital Appliances</p> 	<p>With the vision to be a home &amp; lifestyle creator, Samsung will deliver truly consumer-centric innovation that will deeply satisfy diverse consumers' lifestyles. In addition, Samsung is putting sustainability front and centre to conserve resources, expand product life span and reduce waste.</p>