



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Panasonic**

## COMPANY ANALYSIS

**Panasonic Malaysia Sdn Bhd.**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

<b>FACULTY</b>	<b>: FACULTY OF COMPUTER SCIENCE AND MATHEMATICS</b>
<b>PROGRAMME</b>	<b>: BACHELOR OF INFORMATION TECHNOLOGY (HONS.)</b>
<b>SEMESTER</b>	<b>: 6</b>
<b>PROJECT TITLE</b>	<b>: RTX SMART COFFEE MAKER</b>
<b>NAME</b>	<b>: ABDUL MUNTAQIM BIN MOHD MUHAYEDDIN</b>
<b>STUDENT ID</b>	<b>: 2019564059</b>
<b>LECTURER</b>	<b>: DR. FARAH LINA AZIZAN</b>

## **ACKNOWLEDGEMENT**

First of all, I want to use this opportunity to express my heartfelt thanks to my lecturer, DR. FARAH LINA AZIZAN, for providing several instructions for this case study. Despite the fact that we are completing this semester online due to pandemic covid-19, you are providing your best advice to assist your students in completing this project. Next, I want to express my heartfelt gratitude to my parents and relatives for understanding my current circumstances as I begin my semester of online distance study. In addition, you are assisting me in dealing with my emotional and physical health. Not to mention my friends, particularly my classmate, who shared their knowledge and comments throughout this work. Last but not least, I would like to personally thank everyone who has helped me with this project, both indirectly, and directly.

## Table of Contents





1.	INTRODUCTION .....	5
1.1	Background Of The Study.....	5
1.2	Purpose Of The Study.....	6
1.3	Problem Statement .....	6
2.	COMPANY INFORMATION .....	8
2.1	Background .....	8
2.2	Organizational Structure .....	9
2.3	Products/Services.....	10
2.4	Technology .....	12
2.5	Business, marketing, operational strategy.....	13
2.5.1	Business Strategy .....	13
2.5.2	Marketing Strategy .....	14
2.5.3	Operational Strategy .....	14
3.	PRODUCT ANALYSIS.....	15
3.1	SWOT Analysis.....	15
3.1.1	Strength.....	16
3.1.2	Weakness .....	17
3.1.3	Opportunity .....	18
3.1.4	Threat.....	19
4.	FINDING AND DISCUSSIONS .....	20
4.1	Findings .....	20
4.1.1	Semi-automatic brewing coffee. ....	20
4.1.2	Not suitable for novice coffee lover.....	21
4.1.3	Only available for only one type of coffee drink at a time. ....	21
4.1.4	Time consuming to brew coffee. ....	21
4.2	Discussion.....	22
4.2.1	Suggested solution for Problem 1: Using an Artificial Intelligence (AI) to conduct the coffee maker. ....	22
4.2.2	Suggested solution for Problem 2: Produce a compatible apps on smartphone for smart functions of the coffee maker. ....	23
4.2.3	Suggested solution for Problem 3: Design removable compartments and an internal self-cleaning mechanism. ....	23
5	RECOMMENDATION AND IMPROVEMENT.....	24
6	CONCLUSION .....	25
7	REFERENCE .....	26

## **EXECUTIVE SUMMARY**

Since its inception in 1918, Panasonic Malaysia has strived to improve the quality of life for its customers by keeping “people” at the centre of their operations and thereby focusing on “people’s lives”. The purpose of this case study is to examine the strengths, problems, opportunities, and risks associated with the company's product. One product segment will be chosen to examine its flaws and provide the possible solutions. With several innovations proposed at the end of this case study will solve the product’s problems. The business evolves, yet it still succeeds. In hope of the innovation, it can increase and lead the company’s growth and be able to compete with its competitors.

Many problems arise as the evolves of the coffee maker. Consumers especially the novice will find it difficult to make a cup of coffee. Despite of standing in line at a favorite coffeeshop in this current situation of COVID-19 outbreaks, coffee lovers might consider to buy coffee maker to make their own drinks at home. For the consumers who do not know the measurement of the suitable amount of water and coffee powder, a coffee maker that has only a basic brew machine can be a serious problem. It results in ruining the taste of the coffee.

### 2.3 Products/Services

Category of product	Name of product	Description
TV & AV	 <p data-bbox="570 604 954 674">TH-65JX800K 65 inch, LED, 4K HDR Android TV</p>	<p data-bbox="1015 394 1442 808">JX800 Series 4K LED Android TV™ has an IPS Super Bright Panel Plus for colourful pictures. This attractive set is easy to use and offers a host of streaming choice. Our HCX Processor refines the picture so must-see dramas look amazing too.</p>
Home Appliances	 <p data-bbox="570 1073 946 1140">Made in Japan Multi-door Refrigerator NR-F503GT-T7</p>	<p data-bbox="1015 890 1458 1140">Panasonic refrigerators support healthy lifestyles to create fresh moments every day. Prime Fresh - +3°C soft freezing keeps food fresh, nutritious and makes cooking preparation easy as no defrosting is needed.</p>
Cameras & Camcorder	 <p data-bbox="570 1293 971 1325">LUMIX G Camera DC-G100V</p>	<p data-bbox="1015 1150 1458 1360">High image and audio quality join simple operation in a handy compact body. It's the digital single-lens mirrorless camera (DSLM) designed especially for content creators.</p>
Air Solutions	 <p data-bbox="570 1682 984 1747">1.5HP X-Premium Inverter R32 Series Air Conditioner</p>	<p data-bbox="1015 1371 1433 1692">The water-based nanoe™ X particles can effectively reduce strong odours and inhibit harmful pollutants like bacteria and viruses, mould, allergens, pollen and hazardous substances. The nanoe™ X particles can even moisturise skin and hair.</p>