



BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS (CS248)

Panasonic®

PANASONIC CORPORATION

THE DEVELOPER OF ELECTRIC AND ELECTRONIC PRODUCTS

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

Panasonic Corporation is a company that is widely known as one of the successful manufacturers that produce and sell electric and electronic products and services. This company offers a variety of products consisting of home and kitchen appliances, beauty and health care, air solution, battery and many more. Panasonic has been operated decades ago and is also a market leader among its competitors. Panasonic is known globally as a company that produces good quality products suitable for the price.

In this study, the main focus is to identify the problems of the product and figure out the best solution and recommendation that can be applied to improve the products. In addition, this study will also show how a common hairdryer can be invented with higher technology and benefit the customers in many ways. Besides, with the SWOT analysis, the strength, weaknesses, opportunities and threats can be determined based on the product chosen to enhance the business strategy and gain more profit in the future. Therefore, producing high-quality products will surely gain customers' trust and loyalty.

2.3 Product/Services

There are many products in Panasonic company. The products are divided into various categories and each category contains many types of products. In addition, in every type of product, there are also many kinds of products for each type of product. There are a few examples of products of Panasonic in the table below.

Category of product	Types of product	Name and Features
TV & AV	a. Television 	<ul style="list-style-type: none"> ➤ LED TV TH-65JX800K 65 inch, LED, 4K HDR Android TV - Smarter entertainment - Crisp colours - Accurate picture - Big screen with sound to match
	b. Headphone 	<ul style="list-style-type: none"> ➤ RB-M700B Deep Bass Wireless Headphones - Well-defines deep bass response - Powerful vibe - Feel the bass without noise - Gentle fit for any ears