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Panasonic®

COMPANY ANALYSIS

PANASONIC CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
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PROJECT TITLE	: CASE STUDY OF PANASONIC WASHING MACHINE
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EXECUTIVE SUMMARY

In this case study, Panasonic is chosen because it is a top global brand in the electronics manufacturer industry. The aim of this case study is to look at why Panasonic has been such a big success in the industry since its founding in 1918 and to make some suggestions for its continued success. The company that make a lot of innovation since its founding.

External analysis (Strength, Weakness, Opportunity, Threat analysis), internal analysis (product analysis and determinants of strategic alternatives and also solution), and analysis of strategic outputs are among the approaches applied in the report.

Panasonic has grown to be a hugely popular electronics manufacturer and retailer. It triggered a business craze, and many market participants are now striving to replicate it. As a consequence, the study addresses the following recommendations to resolve its product evolve, product enhancement, and product solution issues of Panasonic washing machine.

- The product SWOT analysis
- Panasonic washing machine Weakness and Finding
- The product Recommendation and Improvement
- New Solution for the product to evolve into new innovation of the future product.

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1.0 INTRODUCTION

1.1 Background of the Study

Panasonic was started on 7 March 1918 by Konosuke Matsushita, who had the vision and desire to create things of value when he moved from his tiny dwelling to a larger two-story house, and set up Matsushita Electric Housewares Manufacturing Works. It was established in 1935 and quickly expanded into a variety of electrical product categories. During the 1930s, it began to include electrical gadgets such as irons, radios, phonographs, and light bulbs. It began manufacturing transistor radios, television sets, tape recorders, stereo equipment, and major household appliances in the 1950s. Microwave ovens, air conditioners, and VHS recorders were introduced throughout the next decade.

Panasonic Corporation is divided into four business domains which are Appliances Company (AP), AVC Network Company (AVC), Automotive & Industrial Systems Company (AIS), and Eco Solutions Company (ES). Technology is very crucial nowadays to ensure that we can continue in the market for a long time and that customers embrace our products. Panasonic Corporation's products around the globe include not just electronic devices as mentioned above, but also non-consumer products such as minicomputers, telephone equipment, electric motors, chemical and solar batteries, and cathode-ray tubes.

Panasonic is committed to creating a better life and a better world. They will continue to contribute to the advancement of civilization and the enjoyment of individuals all across the world with their products and technologies. Panasonic products demonstrate the company's ability to assist people and make their life better. However, Panasonic products still have flaws that may be rectified by identifying those flaws and providing solutions for them. This company's advancements in a variety of areas encouraged me to evaluate several of its products for my research project. But among all of them the product that they develop for lifestyle is more attractive and reliable to be use for study.

The study's aim is to create some innovation and bring out the common issue in the product while also evaluating the product in many ways so that we can make some improvements and innovations to it. And if there is a problem, the company may get more experience and improve itself in order to remain competitive in this field and give good service with few difficulties to all

clients. A successful firm is more efficient and productive. As a consequence of the great quality, the consumer will be lured to the firm since it fits their demands.

1.2 Purpose of the Case Study

The purpose of this case study is to analyse the strengths, weaknesses, opportunities and threats of the product. There were a few shortcomings with the product I decided to investigate, as well as potential solutions. For example, if a company has a shortage, we will create and implement an ideal resolution for better results.

1.3 Problem Statement

Despite the fact that Panasonic has a highly fascinating and original business strategy and has done very well over a long period of time, the firm is and will continue to confront a number of challenges that must be overcome in order for this accomplishment to be sustained in the long run in the face of fast increasing technological advances. Panasonic's present issue is keeping up with too many other rivals on the same business level as they do with greater quality goods and services. As we all know, Panasonic isn't the only company that makes high-quality items. Panasonic is well-known for its product quality, long-term viability, and diverse product offering. However, some consumers have stated that rival brands' technology is superior to Panasonic's. As a result, Panasonic must figure out how to advertise their products in order to show that they are greater to all others.

Panasonic's dominance in the Asian market was one of the primary reasons for its enormous success. The firm had no direct competitors that could compete on price and quality, but now that Samsung and HARMAN International have developed comparable business models and products to Panasonic, it will be difficult for the company. Both firms have begun selling their products online, mostly to young, quality-conscious customers, such as Panasonic. The challenge from the other firm has compelled the firm to constantly enhance its products and maintain its performance. Despite the fact that there are companies who have risen up and are attempting to beat Panasonic to the ground, with the innovation that have been made Panasonic still can maintain their stage in the industries.

Panasonic is inventing a value proposition by incorporating new technologies into its products. It was able to immediately attract a certain consumer segment by providing high-quality items with

innovative technologies. Marketing strategy is required so that the firm can continue to exist in the future, while the product must evolve in order to entice people to buy or use it.

The problem that has been identified stems primarily from the development of the product, which needs to be improved into a high technology product so that we can attract customers to buy and stay with Panasonic's products for an extended period of time until the improvement and more innovation occur through the next product that the company will release from time to time.

2.0 COMPANY INFORMATION

2.1 COMPANY BACKGROUND

Panasonic Corporation is a major Japanese multinational electronics corporation that was founded by Konosuke Matsushita in 1918 as a light bulb socket manufacturer company. The company headquartered in Kadoma, Osaka, Japan. In the beginning 1935 to October 1, 2008 the company's name was not Panasonic Corporation but it name was Matsushita Electric Industrial Co (MEI). The name change to Panasonic Corporation as its global brand name was approved at the shareholders' meeting on June 26, 2008 after the consultation with the Matsushita family. In the late 20th century, Panasonic was one of the world largest maker in consumer electronics. They offers wide range of products and services, including rechargeable batteries, automotive and avionics systems, industrial systems, as well as home renovation and construction. The expend their market around the world and they have their own overseas operations in North America, Europe and also Asia. They continue to expand until now the market reach Malaysia. Panasonic continue to create and develop more electronic device to ease the daily life of their consumer that bring a new era of technology to the world. In Malaysia, the branch company for the Panasonic Corporation is was named Panasonic Malaysia Sdn Bhd. The company help engaged in the business of sales, service and marketing for the Panasonic brand products of electrical and electronic consumer. The company have been long standing for more than 30 years since it first establishment. The philosophy used by the Panasonic is "A Better Life, A Better World", based on that philosophy Panasonic is committed to create a better life and a better world to bring happiness for the people around the globe by continuously contributing to the evolution of the society. Panasonic also have their own basic management objective that will be served as the foundation for all the Panasonic management activities.

2.2 Organizational Structure

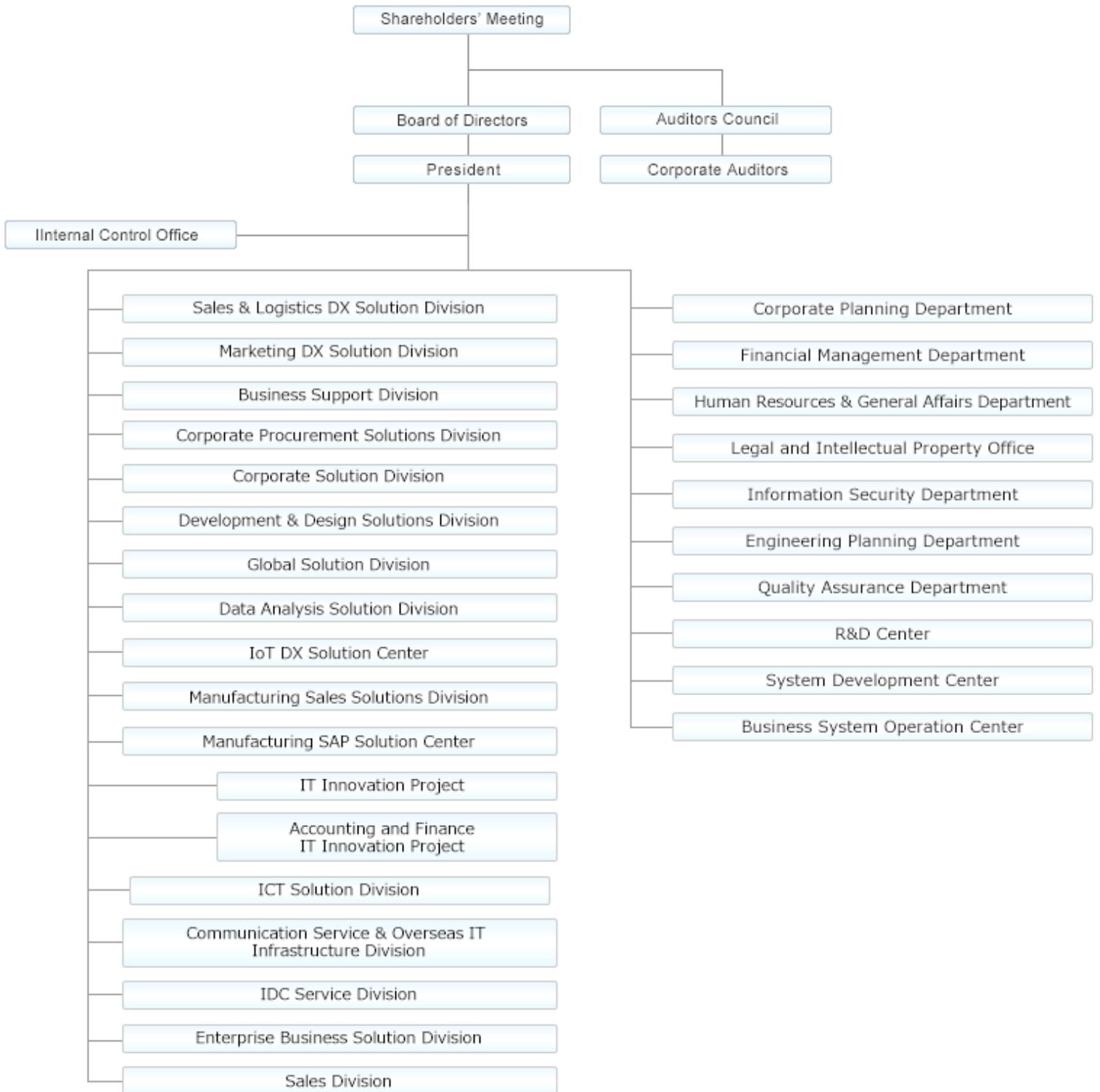


Table 1.0 Organizational Structure

2.3 Products

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	<p>a. Television</p> 	<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
	<p>b. Headphone</p> 	<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

Air Solutions	<p>a. Air conditioner</p> 	<ul style="list-style-type: none"> ➤ CS-XU10XKH-1 (1.0HP) - Air protection all-day - Effective in inhibiting adhered virus Covid-19 - Dust removal - Humidity sensor
	<p>b. Ceiling fan</p> 	<ul style="list-style-type: none"> ➤ F-MQ409-DG Oscillation Fan - Thermal safety fuse - Durable condenser motor - 360° Oscillation circle - Regular 5-speed
Home appliances	<p>a. Vacuum cleaner</p> 	<ul style="list-style-type: none"> ➤ MC-CG370GV47 Strong Suction - Big handle - 3.0 kg lightweight - Max. Input power 850 W - Suction power 250 W
	<p>b. Washers & dryer</p> 	<ul style="list-style-type: none"> ➤ NA-S106FX1LM - Hygienic care - Safe & reliable - Allergen & stain removal - Fine foam
	<p>c. Iron & garment steamer</p> 	<ul style="list-style-type: none"> ➤ NI-U600CASK - Powerful MAX.2300 W - Easy and stable glide - Safe auto shut-off - Micro spray
Kitchen appliances	<p>a. Cubie, microwave & electric oven</p>	<ul style="list-style-type: none"> ➤ NU-SC300BMPQ - Versatile cooking enjoyment - 30 Auto menus

	 <p>b. Breakfast appliances</p> 	<ul style="list-style-type: none"> - Healthy steam - High-temperature steam ➤ NC-GF1WSK Coffee Maker - Anti-drip valve - Waterproof power switch
Beauty & health care	<p>a. Hairdryer</p>  <p>b. Epilators & lady's shaver</p> 	<ul style="list-style-type: none"> ➤ EH-NA55PN655 - Dual voltage for global use - Balanced airflow - User-friendly ergonomic design ➤ Epilator ES2082P503 - Gentle epilation for legs, arms, and underarms - For wet and dry - Skin guard
Cameras & camcorder	<p>a. LUMIX G Mirrorless (DSLM) camera</p> 	<ul style="list-style-type: none"> ➤ Lumix DC-GH5A - 20.3MP Pixel-Perfect Shooter - Ultra-fast motion detection & focus - Splash/dust/freezeproof rugged design
	<p>b. Camcorder</p> 	<ul style="list-style-type: none"> ➤ Camcorder HC-V180 - 90x Intelligent / 50x Optical zoom - BSI Sensor

Phone, fax & video intercom	<p>a. Cordless phone</p> 	<ul style="list-style-type: none"> ➤ KX-TGB31ML1 - Nuisance call block - Enhanced receiver volume - User-friendly - Modern and functional
Battery & torchlight	<p>a. Battery</p> 	<ul style="list-style-type: none"> ➤ Alkaline LR6T/2B(AA size) - Technologies: Anti-leak protection - Store batteries safely for up to 10 years - Triple tough coating
	<p>b. Battery appliances</p> 	<ul style="list-style-type: none"> ➤ One-touch LED round lantern BF-AL05BT - 2-way design for a night out a torch - One-touch on/off function - Strong/weak modes

Table 2.0 Types of Products

2.5 Business, Marketing, Operational Strategy

2.5.1 Business Strategy

Panasonic has been operated to provide the best product quality towards its consumers. Panasonic has been actively engaged in producing technologies involving electrical appliances with various product lines to ease the modern lifestyles. Even though Panasonic has been producing a lot of useful electrical products, the competition from other brands which produce the same product lines can be highly competitive. For example, Philips, Khind, Sharp, and Toshiba are also the trusted brands by Malaysian households. These brands also provide top quality

appliances for years alongside Panasonic. Panasonic use this opportunity to continue serving the best electrical appliances with advanced technologies.

Panasonic Malaysia also has achieved the award of trusted brand and all of the electrical appliances under this brand are certified by SIRIM which is safe to be use according to the electrical standards in Malaysia. Therefore, when new products being introduced by Panasonic, their strategy to promote their products will still be accepted by many consumers.

2.5.2 Marketing Strategy

Panasonic Corporation is a Japanese company that sells a wide range of electrical and household goods. It was established about a generation ago. It is the world's seventh-largest consumer electronics corporation in terms of sales. Consumer electronics, construction, rechargeable automotive batteries, industrial systems, home renovations, avionic systems, real estate, software, and home appliances are among Panasonic's key goods. Other than being the largest company in Japan, Panasonic has established itself as an industry leader. Panasonic's assets are valued at more than \$60 billion, and the company has a leading market position. It puts the corporation at the top of the domestic consumer electronics industry. Together with sponsored international events, Panasonic advertises and promotes its goods through numerous platforms such as billboards, social media platforms, print media, TV channels, and others. Fujifilm, Nikon, Canon, Sharp, Philips, Sony, Haier, LG, and Samsung are among Panasonic's main competitors. However, the corporation employs over 259,358 people to handle its many activities throughout the world.

Panasonic has been in Malaysia since 1976, offering a diverse variety of products and services to the local market. Over the past 40 years, the brand has worked hard to earn Malaysians' trust. Panasonic's marketing strategy assists the company in establishing a competitive market position and achieving its business goals and objectives. Panasonic analyses the brand based on marketing mix which refers to a unique blend of product, distribution, promotion and pricing strategies or also known as the four Ps which are product, price, place and promotion.

Firstly, product refers to the product offering and product strategy. Panasonic began its career by producing bicycle lighting sold under the National brand. Later, it began producing electrical products and components such as electric irons and light fixtures. Following World War II, Panasonic began dealing in radios and appliances. Then, the company began making television

sets in 1961 and is now the world's fourth-largest television producer. Panasonic has a variety of products and services that fulfil customers' needs in daily life such as refrigerators, air conditioners, washing machines, electronic devices and others. Next, Panasonic's marketing strategy in price is that they are always producing their product suitable for all types of customers. Through its affordable and reasonable price approach, the company guarantees that products are available to all segments of society. The brand has maintained a low profit margin, which has resulted in increased sales statistics and higher revenues for the company.

Furthermore, place involves all business activities that are concerned with the distribution of finished products from the manufacturer to the final customer. Panasonic began its career in Japan, and during World War II, it expanded across numerous countries in Asia. Panasonic products can be acquired at official outlets, shopping malls, franchised outlets, merchants, and internet shopping sites. Nowadays, Internet has been a major selling outlet for the company as it is easier for the customer to purchase orders online anytime and anywhere. Lastly, promotion is to inform, persuade and remind target markets about the benefit of the product. Panasonic has always believed in large-scale promotions to advertise its diverse products and services. They have chosen numerous celebrities as the brand ambassadors to improve brand visibility and advertising promotion. The promotional approach in Panasonic's marketing mix focuses on fully branding through the use of all media for advertising. Panasonic has entered into different sponsorship agreements to retain its presence in the worldwide market, such as sporting events, football teams, events and others.

2.5.3 Operational Strategy

When compared to other brands such as Samsung, Harman International, and Canon, Panasonic is one of the world's largest electronics firms. In fact, when compared to its competitors, Panasonic ranks first in terms of product quality, price position, and customer service. Panasonic Corporation manufactures and sells a wide range of products and services, including as rechargeable batteries, automotive and avionic systems, industrial systems, and home renovation and construction.

While Panasonic Malaysia products range from Home Appliances, Audio-Visual, Digital Cameras, Air-Conditioners and Business Systems to Batteries and Lightings. Through their subsidiary, Panasonic System Engineering Sdn Bhd they also offer Total System Integrator for Panasonic products.

Panasonic Malaysia Sdn Bhd was established on October 1, 2003. Panasonic Malaysia now has a widespread distribution network across Malaysia. Their primary manufacturing factories are in Klang Valley, Kedah, Johor, Malacca, and Penang. Aside from that, there are several cooperative retailers who sell Panasonic Malaysia products. Panasonic Malaysia Sdn Bhd also offered its products through e-commerce sites such as Lazada and Shopee due to the increasing demand for the product.

Panasonic's brand slogan "A Better Life A Better World" aims to concisely express their basic management objective which is recognizing their responsibilities as industrialists, they will devote to the progress and development of the society and of the well-being of people through their business activities, thereby enhancing the quality of life throughout the world.

3.0 PRODUCT ANALYSIS

3.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity and threats of Panasonic's washing machine.

STRENGTH	WEAKNESS
<ol style="list-style-type: none">1. Excellent quality.2. Affordable price.3. High sustainability.	<ol style="list-style-type: none">1. Slow rotational power.2. Not user friendly interface.3. Long time for a wash to complete.
OPPORTUNITY	THREAT
<ol style="list-style-type: none">1. New design.2. New features in the product.3. Widen the using of ECONAVI technology.	<ol style="list-style-type: none">1. New company high level of competition.2. Same product exist with same features and usage.3. The target user is not overall and widen.

Table 3. SWOT Analysis

3.1.1 Strength

The Panasonic washing machine has a large capacity, allowing the user to wash a large number of clothes. It also contains a variety of programmes and features that the customer may select based on how effectively they want their clothes cleaned. It makes your life easier by assisting you with the cleaning of your clothes. The product's features and quality may entice customers to purchase the product from Panasonic.

Panasonic is well-known for their affordable products of high quality that can be purchased by middle-class or lower-income consumers, demonstrating that the company focuses on attracting customers rather than profit, as evidenced by the large number of consumer links who have used their products to the end.

The product that has been developed by the company is really built with high sustainability and can last without problem for a very long period of time. The high sustainability that

has been built in the product always become a Panasonic priority for a long time since the company was established.

3.1.2 Weakness

Since of the use of a tiny motor and a low number of blades in this product, the washing process of the clothing is not deeply into the materials because the rotational power that is produced is sluggish, resulting in fewer clean clothes. This is the most common reason why the stain cannot be effectively removed

There are so many buttons or functions on the washing machine that it can be difficult for some people to figure out how to use it, especially for elderly users who are unfamiliar with all of the latest technologies and features on the washing machine. It is not suitable for all sorts of users. Therefore it is not user-friendly.

The washing machine takes an extremely lengthy time to complete the cleaning process, resulting in a waste of time. The user must wait around one and a half hours for the washing cycle to be completed. It takes too long to clean the clothes since the rotating power produced and the filling water process are both sluggish.

3.1.3 Opportunity

If the company produces the product in a more designable way, it ensures that the customer will be more attracted to the product and changes the way to open the cover of the washing machine from the pull and fold to just slide it to make it easier, the product can become more stylish and has a modern design. It will broaden the user base that will purchase the product.

More features that make it easier for users to use the washing machine, such as adding some feature that can automatically weigh the clothes when we put it in, and then it will automatically release a sufficient amount of water and laundry detergent based on the weight of the clothes weighed, will attract more people to the product. This feature will entice many people to buy this product since it can minimize laundry detergent waste and shortages while also making the washing process more efficient and convenient for everyone.

The ECONAVI technology is an Intelligent Sensors that can detect unintentional waste of energy, which means it may cut power use, resulting in lower electricity bills for all users. If all Panasonic washing machines have this technology, it would entice more consumers

to buy them, which will be a larger accomplishment for them because most people are wanting to reduce their electricity expenditure. As a result, Panasonic must extend the use of ECONAVI technology to all of their products.

3.1.4 Threat

The presence of a new firm, such as Samsung, seriously disrupts the company's marketing when they release a product that is simply comparable to Panasonic and has virtually the same compartment or even more upgraded internals. This has become a threat to Panasonic because the company's rival is on a comparable platform.

This threat is similar to the previous one, but it is a product comparable to the one created by Panasonic, but there are other firms that manufacture about the same product and specifications but with a different style or even better features. As a result, other firms is a major competitor to Panasonic company.

The intended consumer for this product is mostly younger individuals who are familiar with and capable of utilising modern technology. As a result, the customer base or individual for this product is not broadened to include those who are older and are unfamiliar with or unable to cope with all of the latest technology.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

Panasonic group has developed one of its excellent quality product which is called the washing machine. This washing machine is a product of Panasonic that been developed for lifestyle purpose and become a beneficial product for daily use.

Since of the use of a tiny motor and a low number of blades in this product, the washing process of the clothing is not deeply into the materials because the rotational power that is produced is sluggish, resulting in fewer clean clothes. This is the most common reason why the stain cannot be effectively removed

There are so many buttons or functions on the washing machine that it can be difficult for some people to figure out how to use it, especially for elderly users who are unfamiliar with all of the latest technologies and features on the washing machine. It is not suitable for all sorts of users. Therefore it is not user-friendly.

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4.2 Discussion

This company's washing machine offers both of the advantages and disadvantages as described in "3.1." However, the most critical issues will be addressed in greater depth so that the weaknesses may be solved with the solution development.

The first issue is that the power of the motor employed is inadequate, resulting in sluggish spinning power to clean the clothes. This is due to the product's usage of a tiny motor to provide rotational power. As a result, the clothes cannot be fully washed. This is the most prevalent washing machine issue. As a result, the rotational power must be increased to ensure that the rotating power is sufficient to fully clean the clothes.

Next, there are much too many buttons or features from which the user may select, such as programmes, water level, procedure, reserved water, and so on. It appears to be advantageous to consumers, but it really confuses them and requires them to think about so many things only to operate the washing machine. It will be easy for someone who is familiar with technology and understands how it works, but it will be difficult for others who are unfamiliar with technology and

do not understand how it works. Panasonic has many different sorts of people that use the product, therefore the user who is unfamiliar with technology and does not understand how it works would lose interest in the product.

Last but not least is the washing machine takes an inordinately long time to finish the cleaning procedure, resulting in a waste of time. The user have to wait around one and a half hours for the whole washing cycle to finish. Because the rotational power produced and the filling water procedure are both slow, it takes too long to clean the clothes. Therefore it is need to be improved because nowadays people really do not like to waste time and need everything to be faster and efficient.

4.3 Solution of the major problem with the advantages and disadvantages

The most major problem that are really need to be identified and search for the solution is the interface of the washing machine is not user-friendly because there is too many button or features. The problem has been chosen because it will make many users lose interest to the product. So we have list down three solution for it:

SOLUTION 1	
Reduce the number of button or features	
ADVANTAGES	DISADVANTAGES
User can directly press button for the washing process immediately on the washing machine without have to think and decide which one to use	The look of the washing machine will be a little bit plain with only a few buttons display on it.

SOLUTION 2	
Use a scale technology that will weigh the weight of clothes automatically	
ADVANTAGES	DISADVANTAGES
The scale technology will make it easy for us to decide on how much to use water and laundry detergent base on the weight of our clothes	The usage of will lead to another problem which is the increasing in electricity bill

SOLUTION 3

Insert the technology that can calculate the efficient amount of water and laundry detergent needed

ADVANTAGES

The technology can help us in reducing the rate of wastage and shortage of water and laundry detergent needed to wash our clothes

DISADVANTAGES

The washing machine will be overload with too many additional component

5.0 RECOMMENDATION AND IMPROVEMENT

Based on the three solutions as stated above the most suitable solution that should be adopted is use a scale technology that will weigh the weight of our clothes automatically and then from there it will automatically produce the efficient amount of water and laundry detergent needed to wash our clothes. It is the best solution because with that technology we can reduce the amount of button and features on the washing machine which make it more user-friendly to all types of user. Next, it also can help in reducing the wastage and shortage of water and laundry detergent therefore it will reducing our live expenses. Lastly, the user also do not need to spend more time to use the washing machine so that we can use our precious time to get another task done.

6.0 CONCLUSION

The company's quick expansion was enabled by its business model and the discovery of new technologies or radical product innovation. It has created a revolutionary business model by dramatic and gradual innovation of its business model building block. The corporation must ensure that there is constant innovation and that there is always a new product that they produce for the future in order to attract devoted users or fans of Panasonic.

Panasonic's product needs to be expanded to the entire world with a lot of launching ceremonies and the debut of the product in another country to ensure that the entire world is aware of its usage and features, and the product needs to be explained in greater detail so that it can attract people to purchase it and the feeling will last a long time and become a regular buyer for Panasonic.

Finally, the corporation must ensure that their product is constantly on a high-tech platform and that it quickly adapts to new technology in order to attract customers and become one of the items that will provide a positive output for the user to get experience from it.

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8.0 APPENDICES

8.1 Panasonic Logo

Panasonic[®]

8.1 Product

