



Panasonic®

COMPANY ANALYSIS

PANASONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FALCULTY : CS248

**PROGRAMME : BACHELOR OF SCIENCE (HONOURS) IN
MANAGEMENT MATHEMATICS**

SEMESTER : 6

PROJECT : ALOE VERA EPILATOR

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EXECUTIVE SUMMARY

Panasonic Corporation was founded in 1958 and is one of the world's largest manufacturers of electronic devices, with a global network of over 634 companies. Panasonic Corporation is headquartered in Osaka, Japan and is currently led by Kazuhiro Tsuga. The products represent home appliances, digital audio-visual, office products, aviation, and other fields. Panasonic has over 70 products ranging in size from an electric toothbrush to a large LCD television. The Panasonic brand and its slogan "Panasonic ideas for life" represent advanced technology and a wide range of different products and services based on the idea that innovation will improve people's well-being worldwide. Its products include electric, ceiling, and ventilating fans and wall fans and home appliances such as home showers, vacuum cleaners, rice and slow cookers, blenders, juicers, food processors, food grinders, and electric irons, dish dryers, and bidets.

In this case study, Panasonic product, an epilator, will be investigated and identified along with its current difficulty in this case study analysis. A better solution will be provided to Panasonic to be implemented, improving the epilator's existence and providing a better function to users. As a result, the report addresses the following recommendations to resolve its product evolution, product improvement and product solution of epilator, which are the product SWOT analysis, epilator weakness and finding, product recommendation and improvement, a new solution for the product to evolve into the innovation of the future product.

1.0 INTRODUCTION

1.1 Background Of The Study

Panasonic is a well-known brand and one of the world's major electrical manufacturers. Since 1918, Panasonic has entirely relied on its ability to innovate and diversify its research capabilities and its production expertise, high-quality and fashionable products. Panasonic has earned the world's respect as a world-renowned enterprise group through the tireless efforts of a few generations. The company is engaged in business activities with more than 230 subsidiary companies worldwide, employing more than 290493 people, of whom 54000 are from China. Sales for the full year 2001 exceeded \$610 million, propelling the company to the 26th position among the world's top 500 manufacturing businesses. Household appliances, digital audio-visual, office equipment, aviation, and other sectors are represented by the products. Panasonic manufactures more than 70 devices, ranging from a little electric toothbrush to a large LCD television.

The deliberate removal of body hair is known as hair removal. Epilation devices, lasers, threading and powerful pulsed light are all used to remove hair. Mechanical devices, Laser hair removal, Diode epilation, Intense pulsed light (IPL), Home Pulsed Light (HPL), and a combination of optical and bipolar radiofrequency (RF) energies are some of the technological segments in the market (either laser or light). Philips, Panasonic, Braun, POVOS, and other major companies in the global hair removal device market. The top four manufacturers in the world control roughly 65 per cent of the market. China is the largest market, accounting for around 30% of total sales, followed by Europe and the United States, accounting for roughly 50% of total sales. Epilators are the most popular product, accounting for more than 75% of the market. In terms of application, At-Home Use is the most common, followed by Commercial Use. In 2020, the global Hair Removal Device market size was USD 577 million and it is expected to reach USD 1177.8 million by the end of 2027, with a CAGR of 10.7% between 2021 and 2027. (*Hair Removal Device Market Growth Statistics 2021 Industry Deman - WBOC TV, n.d.*)

The goal of the study is to generate some creativity and identify a common problem with the product and analyze it in various ways so that we can make improvements and innovations. If an issue arises, the company can gain more knowledge and improve itself

to remain competitive and provide excellent service to all consumers with minimal problems. A successful business is more productive and efficient. The consumer will be lured to the company since it fits their wants due to the high quality.

1.2 Problem Statement

An epilator is a hair removal device that mechanically grasps and pulls out multiple hairs simultaneously. The method by which epilators remove hair is similar to waxing. There are two options: a dry epilator, which can be used without water and a wet epilator, which allows you to remove hair while in the bath or shower. Hair removal by the root may appear to be a painful procedure. Furthermore, some people are bothered by epilation, especially the first time. Some parts of the body may be more sensitive than others.

Moreover, skin is usually covered in red spots after epilating. The redness usually fades after a few hours. However, it is still inconvenient, especially if someone needs to leave quickly. In addition, consumers should moisturize their skin after using an epilator to avoid irritation. They must spend their own money to purchase a moisturizer to avoid this problem from occurring. This issue becomes a problem when the price of the epilator itself is high, causing consumers to be uninterested in purchasing an epilator. Therefore, the identified issue is primarily due to the product's development, which needs to be improved into a high-technology epilator with moisturizer so that the innovative product can attract consumers to buy and stay for an extended period until the improvement and more innovation occur through the company's next product release.

1.3 Purpose of The Study

The study's objective is to generate some creativity and identify a common problem with the product, as well as to analyze it in various ways so that Panasonic can make improvements and innovations. This study aims to reinvent the epilator by combining a moisturizer gel, such as Aloe vera gel, into the epilator. Furthermore, even though Panasonic offers a wide range of products, this study will be focusing on an epilator. Moreover, it will benefit consumers and Panasonic and its suppliers, which consumers can use the epilator with moisturizer gel without purchasing it from a store. In contrast, Panasonic and their supplier can increase their profit.

2.0 COMPANY INFORMATION

2.1 Background

Panasonic is a major Japanese brand company for electric products manufactured by Panasonic Corporation. Konosuke Matsushita founded it in 1918 as a light bulb sockets manufacturer. Panasonic Corporation, formerly known as Matsushita Electric Industrial Co. Ltd., and headquartered in Kadoma, Osaka, Japan. Matsushita founded the company to manufacture an electric plug that he had invented in the 1920s. Guided by his great business management and philosophy, the company grew to become the largest Japanese electronics producer. In 2007, Panasonic was one of the Worldwide Top 20 Semiconductor Sales Leaders and was ranked 59th globally by Forbes Global 500 (Panasonic, 2019). The company changed its corporate name from Matsushita Electric Industrial Co. Ltd. to Panasonic Corporation on January 10, 2008. The Panasonic brand name was used for the first time in 1955 for audio speakers and lamps. Before, the company has sold products under several other brand names such as "National" and "Technics" during its history. Panasonic's first global tagline, "Panasonic ideas for life", was launched in May 2003. The brand slogan had changed to "A Better Life, A Better World" in September 2013 to illustrate the company vision better. Panasonic offers a wide range of products and services, including electronic components, telecommunications equipment, automotive systems, industrial equipment, and non-electric products such as home renovation and construction. Nowadays, Panasonic's operations are organized into seven domain companies as Appliances,

Automotive, Life Solutions, Connected Solutions, Industrial Solutions, and two overseas branches superintend the businesses in the Asia and United States.

2.2 Organizational Structure

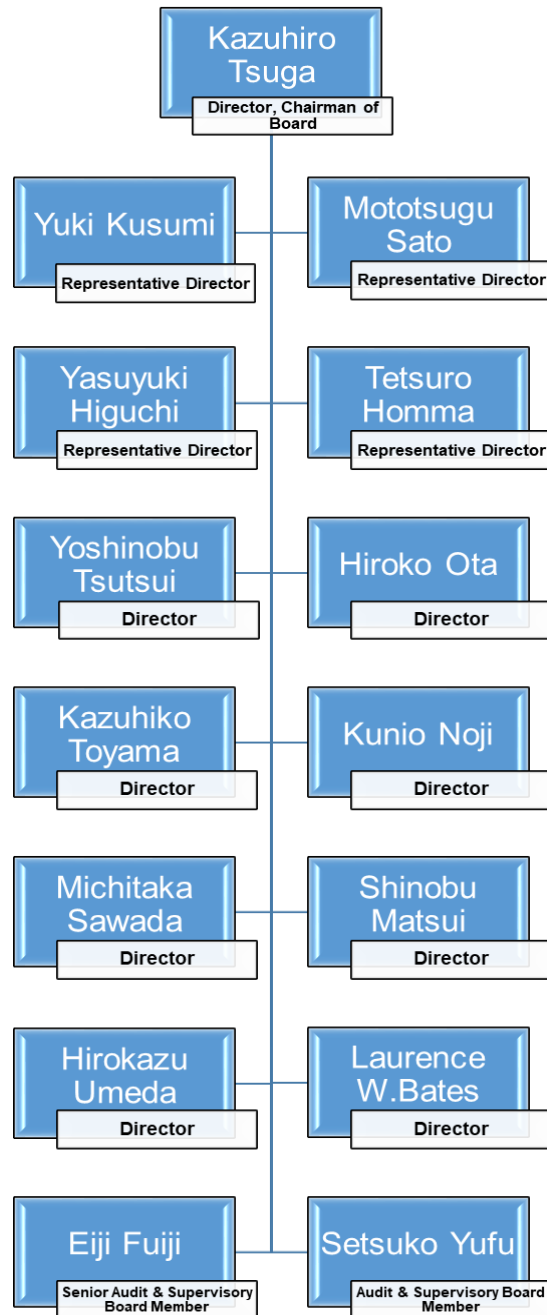










Figure 2.1: Organizational Chart of Panasonic Company




2.3 Products

Panasonic produces a variety of products which can be classified into eight types of products. In every type, they consist of more than 40 products. Here are some examples of every type of product.

Type of Product	Name of Product	Description
1.0 TV & AV <ul style="list-style-type: none"> ▪ Television ▪ Audio ▪ Blu-ray & DVD Player ▪ Headphone 	 <p>Epic OLED Movie Performance with Elegant Design TH-65HZ1000K</p>	65" / 4K ULTRA HD OLED / Ultra Bright Panel / Hexa Chroma Drive PRO / HDR 10+ / Dolby Vision™ / Dolby Atmos® / Cinema Surround Pro / Smart Features - Netflix, YouTube, Alexa, Mirroring
	 <p>SC-UA90GSX-K</p>	Woofers that throb. Dynamic audio that stirs the emotions. And a stylish silhouette that accents any room. The UA90's unparalleled quality and powerful performance let you connect with those you love.
2.0 AIR SOLUTIONS <ul style="list-style-type: none"> ▪ Air Conditioner ▪ Air Purifier ▪ Ceiling Fan ▪ Ventilating Fan ▪ Stand & Table Fan ▪ Wall & Ceiling Fan 		Wall-Mounted Premium Inverter Aero Series: Inverter, iAutoX, AEROWINGS, nanoe-G, R32 Refrigerant, 5-Star Rating.

<ul style="list-style-type: none"> ▪ Air Curtain ▪ Accessory 	<p>3.0HP Premium Inverter R32 AERO Series Air Conditioner with nanoe-GCS-U28VKH-1 (3.0HP)</p>	
	<div style="text-align: center;">  <p>FV-17CLMXVBSH/HH</p> </div>	<p>17cm CEILING MOUNT SIROCCO – Energy Saving, Quiet Operation, Compact and Stylish, Suitable for Bedrooms, Bathrooms, Living Rooms & Offices</p>
<p>3.0 HOME APPLIANCES</p> <ul style="list-style-type: none"> ▪ Refrigerator / Fridge ▪ Washers & Dryer ▪ Vacuum Cleaner ▪ Iron & Garment Steamer ▪ Home Shower ▪ Water Purifiers & Alkaline Ionizer ▪ Panasonic Lighting ▪ Bidet & Water Pump 	<div style="text-align: center;">  <p>Made in Japan Multi-door Refrigerator NR-F503GT-T7</p> </div>	<p>Prime Fresh -3°C technology provides extra freshness of food and convenient cooking experience. Prime Fresh / nanoe™ X / ECONAVI / INVERTER / Double Moisture Control Filter / Fresh Freezing</p>
	<div style="text-align: center;">  <p>Electric Bidet Seat DL-EH10SE-W</p> </div>	<p>Water droplets is sprayed in high speed in alternation with air for more effective cleaning and massage on skin to provide you the best comfortable enjoyment.</p>

<p>4.0 KITCHEN APPLIANCES</p> <ul style="list-style-type: none"> ▪ Cubie, Microwave & Electric Oven ▪ Rice Cooker & Slow Cooker ▪ Blender & Hand Blender ▪ Juicer & Slower Juicer ▪ Thermo Pot ▪ Food Preparation ▪ Breakfast Appliance ▪ Built-In Appliance & Others 	 <p>1.8L Made In Japan IH Rice CookerSR-HB184KSK</p>	<p>1.8L IH Jar Rice Cooker. Short Grain & Long Grain (Regular, Quick, delicious, 1-2 person, Congee, Casserole), Brown Rice, Multi Grains, Soup, Cake, Steam, Keep Warm. 7-Layer Diamond Kamado Pan.</p>
	 <p>ECONAVI Induction Heating IH CooktopKY-C227EHSK</p>	<p>Enjoy fast, precise and controllable cooking. Safe, Energy Efficiency, Comfortable & Easy Cleaning. Cooking Menu: Deep Frying, Pan Frying, Congee.</p>
<p>5.0 BEAUTY & HEALTH CARE</p> <ul style="list-style-type: none"> ▪ Hair Care ▪ Hair Dryer ▪ Hair Styler, Straightener & Brush Iron ▪ Face Care ▪ Epilators & Lady's Shaver ▪ Mobile Beauty ▪ Men's Shaver 	 <p>nanoe™ and Double Mineral Ions Hair DryerEH-NA98RP655/K655</p>	<p>Moisture-rich nano hydrates hair and scalp, while nano & Double Mineral Ions prevent damage from brushing and protect from UV rays. Four special modes for hair, skin and scalp.</p>

<ul style="list-style-type: none"> ▪ Men's Trimmer ▪ Oral Care ▪ Scalp Head & Eyes Massager ▪ Hygiene Care 	<div style="text-align: center;">  </div> <p>Wet/Dry Epilator features 30% Wider Head and Double Discs with 60 Tweezers ES-EL8A-P421</p>	<p>Smooth skin comfortably in one stroke. Panasonic's wet/dry epilator features a 30% wider head, and double discs with 60 tweezers to enable highly efficient hair removal.</p>
<p>6.0 CAMERAS & CAMCORDER</p> <ul style="list-style-type: none"> ▪ LUMIX G Mirrorless (DSLM) Camera ▪ LUMIX G Lense ▪ LUMIX Digital Camera ▪ Camcorder ▪ Accessory ▪ LUMIX S Camera ▪ Lumix S Lense ▪ LUMIX Box-Style Cameras 	<div style="text-align: center;">  </div> <p>DC-GH5M2GA</p>	<p>LUMIX G mirrorless camera featuring 20.3MP MOS sensor, C4K 60p/50p 10-bit video recording and wireless live streaming capability.</p>
	<div style="text-align: center;">  </div> <p>Geared for the Professional HC-PV100</p>	<p>A Full-HD camcorder with built-in LED video light, 1/3.1-inch BSI sensor, 20x zoom lens, and a host of functions for professionals</p>




<p>7.0 PHONE, FAX & VIDEO INTERCOM</p> <ul style="list-style-type: none"> ▪ Home Network System ▪ Cordless Phone ▪ Single Line Phone ▪ Home Fax ▪ Video Intercom System ▪ Wireless Door Camera 	 <p>VL-SWD501</p>	<p>Stylish Wireless Video Intercom System</p> <ul style="list-style-type: none"> • 6 Wireless Monitors connectable • Touch Panel (5-inch wide screen) • SD card Recording
	 <p>Cordless DECT Phone with Link-to-Cell Bluetooth Convergence Solution KX-TGH260MLB</p>	<p>Digital Cordless Phone with Nuisance Call Block with Call Block Key and Enhanced Receiver Volume. Link-to-Cell Bluetooth Convergence Solution with 1 Handset</p>
<p>8.0 BATTERY & TORCHLIGHT</p> <ul style="list-style-type: none"> ▪ Battery ▪ Battery Appliance ▪ eneloop Solar Storage 	 <p>BF-BG20FT-W</p>	<p>Perfect for lighting up your campsite or for emergency home use, this standard flashlight features a 7.5 mm φ white LED light source for bright, long-lasting illumination.</p>

Table 2.0: Panasonic's product

2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY

2.4.1 Business strategy

A business strategy is the plan of action to achieve the vision and set objectives of an organization and guides the decision-making processes to improve the company's financial stability in a competing market (Heubel, 2021). Every company established around the world will have its vision and mission. Same goes for the Panasonic Corporation also have their vision and mission. The vision of Panasonic company they want to be a top global company by pursuing the management objectives of realizing a ubiquitous networking society and coexisting with the global environment through cutting edge technologies. Hence, Panasonic company stated that their mission is they want to strive for the creation of new values, by pursuing user-friendliness and accomplishing high-tech mindset, driven by challenging spirits and full speed of actions (*Panasonic Vision: A Top Global Visions & Missions of Fortune Global 100*, 2010).

Measures are taken so far, 3-year Midterm Plan and long-term vision of the growth strategy are the three points of business strategy in the Panasonic Corporation. Tsuga (2013) mentioned in fiscal 2013, Panasonic had significance losses for the two consecutive years and increased financial risk. As the president of Panasonic Corporation, Kazuhiro Tsuga had taken the four measures. Firstly, reorganizing 'corporate structure'. They considerably reduced the function of the head office and implemented the business division system. Each Business Division (BD) is in charge of global Research and Development (R & R&D), production and sales, and maintaining a steady increase in cash and profit. They also introduced the 4 Divisional Company system at that time. Each divisional company is made up of several BDs. It can handles large scale business development that would be difficult for BDs to handle on a stand-alone basis, creation of new businesses and strengthening key devices and more. Secondly, guidelines for unprofitable businesses. They reviewed the direction of the major unprofitable businesses and have been proceeding with radical forms. They also formulated strategies for "transferring" (changing business directions or customers) and growth at the same time. Following on that, they started the mid-term management plan "CV2015" in April that year. Furthermore, for escape from financial crisis a group-wide are generate cash activities, which was an urgent issue. In the result of these measures, the financial position has been improving steadily (Tsuga, 2013).

Next, 3-year Midterm Plan which is mid-term plan "CV2015" until fiscal 2016 which started in April 2013. Tsuga (2013) said in fiscal 2014, they aim for "over 250 billion yen of operating profit and over 50 billion yen of net income attributable to Panasonic Corporation". The minimum level for restoring a dividend is 50 billion yen of net income. They are eliminate unprofitable businesses and complete the large scale restructuring without any delay in the next two years leading up to fiscal 2015. In the meantime, each BD aims to achieve "over 5% Operating Profit (OP) margin" and improve profitability continuously. Through these measures, they aim to achieve "over 350 billion yen of operating profit and over 5% OP margin" as well as "over 600 billion yen of 3-year accumulated free cash flow" in fiscal 2016. Regarding to "eliminate unprofitable businesses", they are focusing on 3 types which are TV or Panel, semiconductor and mobile phone. For the TV or Panel point, they are focus on major market and expand non-TV business. In semiconductor area, they transfer businesses, promote business alliances and asset reduction. While in mobile phone area, they transfer to BtoB and improve R&D efficiency in BtoC. They also have restricted other businesses. In portable rechargeable battery business, an ICT area are dramatically expand their business for engine and storage. To expand the Panasonic's production in Japan, they established their sales forces to meet increasing demand of Electric Vehicle (EV). They also started to ship the first storage systems for mobile phones base stations in India (Tsuga, 2013).



Figure 2.4.1 Panasonic in future

Last but not least, long-term vision of the growth strategy from the customers' viewpoint. On the chart above shows that Panasonic in future. With their 'DNA of consumer electronics', Panasonic company will pursue 'better life' for each individual customer in various spaces and fields, such as home, community, business, journey and car. Panasonic are having a strong relationship with their industrial partners closely related to each area to further contribute customers with their four Divisional Companies. They believe that 'better life' established with their industrial partners will be a driver to create the new electronics (Tsuga, 2013).

2.4.2 Marketing strategy

The Audio Visual (AV) and Home Appliances (HA) industries in Malaysia fluctuate like a roller-coaster in response to the constantly shifting business environment. Panasonic Malaysia (PM) is Panasonic's sole authorized sales and marketing firm in Malaysia, where the Panasonic brand has been a market leader for decades. However, the current increase in oil prices, as well as the economic crisis, have put pressure on the AV and HA business and created numerous uncertainties. Panasonic Malaysia was up against stiff competition from its industry rivals, in addition of a poor and lethargic economy. As a result, Panasonic Malaysia must adapt its strategy in order to thrive in this competitive industry and achieve a larger market share. It would be difficult for Panasonic to compete with local, Korean, Japanese, Chinese, and other up-and-coming ASEAN manufacturers without creative services and marketing initiatives and tactics.

Panasonic began its adventure by producing National-branded bicycle lighting. It then began manufacturing electrical products and components such as electric irons and light fixtures. Panasonic began selling radios and related equipment, as well as bicycles, after World War II. The firm began manufacturing television sets in 1961 and is currently the world's fourth largest television maker. Panasonic's current portfolio includes electronic goods, semi-conductors, home appliances, and non-electronic services such as house remodelling. Panasonic's product portfolio is divided into these business units: Appliance Company (TVs, air conditioners, and refrigerators), Eco Solution Company (Industrial Lighting and Wiring, Energy Solutions), AVC Networks Company (Professional Cameras and Broadcasting recording devices), and Automotive & Industrial Systems Company (Automotive Spares, Infotainment Systems).

Besides that, Panasonic began its adventure in Japan and expanded its operations across Asia during World War II. It began producing televisions for the US market in 1961 and eventually extended to Europe. Panasonic began business in India in 1972. Panasonic now has over 580 subsidiary firms across the world. With the help of its 9 Domain Companies, such as Eco Solutions, AVC Networks, Systems & Communications, Energy, Industrial devices, Automotive systems, Appliances, Healthcare, and Manufacturing Solutions, the company's operations are organized broadly into three business fields: Consumer, Solutions, and Components & Devices. Automotive Systems provides audio equipment to numerous vehicle manufacturers as a subcontractor. In Ireland and the United Kingdom, Panasonic has a chain of stores that sell just Panasonic products. Panasonic products are available for purchase in official outlets, shopping malls, franchised shops, merchants, and online shopping sites, which have become the company's primary selling outlet.

Panasonic is a worldwide brand that believes in producing high-quality goods for a global audience. It has always had fairly straightforward pricing practises. Because the firm made its products for the typical family, it kept its pricing low. Because of its reasonable price methods, the corporation ensures that its products are accessible to people from all walks of life. As a result, the brand has adopted a fair Price Policy, with prices that are reasonable rather than fixed. The corporation has explored a variety of cost-cutting measures in order to access as much of the market as feasible. The brand has maintained a low profit margin, which has resulted in better sales and profits for the corporation. Various special occasion discounts have also aided in cutting product prices and increasing revenues while attracting new customers.

Panasonic has long believed in large-scale campaigns to promote its many goods and services, and has hired a number of celebrities as brand ambassadors to help with advertising and brand awareness. The firm has also taken part in the "Greener Electronics" campaign, which promotes the manufacture of environmentally friendly goods. The Panasonic marketing mix's promotional approach focuses on 360-degree branding across all media. Panasonic has a number of sponsorship agreements in place to keep its brand visible in the international market, including sporting events, football teams, events and forums, and so on. This brings the Panasonic marketing mix to a close.

2.4.3 Operational strategy

A business operational strategy is a decision-making process that determines an organization's long-term strategy to meet the mission statement's objectives. It entails the particular activities that management intends to take in order to attain a given goal in the company's operations. Operational strategies link the company's programmes, rules, guidelines and employees so that each branch may help the others achieve a similar goal. Panasonic Corporation has unveiled a three-pronged plan to grow its electrical components and housing materials business in Southeast Asia. Panasonic's Life Solutions Company will launch the goal in the new fiscal year to reach 100 billion yen in sales in the region by March 2022.

The first strategy is to increase product variety and enhance human resources to become a fully integrated manufacturer of electrical components. As well as having a strong sales network, Panasonic has been leading Japan's electric component sector. Panasonic intends to be a full electric component provider in Southeast Asia by applying Japanese techniques and knowledge, boosting sales through local partnerships, increasing product variety and developing human resources. This includes a "learning environment" for successful learning and reading, as well as a "pleasant sleeping place" that helps people wake up more refreshed.

Besides, the company wants to enter the kitchen and housing materials markets through local partners. Panasonic's Housing Systems Business Division will aggressively enter Southeast Asian home appliance markets, leveraging Japan's cutting-edge technology, skills and experiences. The organization is committed to helping develop living space in Southeast Asia by partnering with local businesses. The company will design and introduce packaged housing solutions, such as modular kitchens and bathrooms, to ensure quality and ease of installation. An IoT-enabled "Smart Box" parcel delivery box that can be operated remotely via a smartphone is tested in Thailand.

Moreover, the company wants to grow prefabricated home and water purifier sectors. Southeast Asia's societal challenges include health, labour shortages and ageing. Panasonic has been developing solutions to these issues. Therefore, the

business created air and water purifiers in health, including a Central Water Purifier. With labour shortages, the company will launch prefabricated apartments and homes throughout Southeast Asia, reducing building time and improving quality. These prefabricated dwellings were introduced in China last year to great reviews. Panasonic also proposes a robotic bed to increase geriatric autonomy and independence. Both products are already available in Japan. Panasonic, a leader in electric components and housing materials, continues to deliver solutions that enhance living space by integrating engineering, production and sales expertise.

3.0 PRODUCT ANALYSIS

3.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity and threats of a Panasonic product, an epilator (Wet/Dry Epilator features 30% Wider Head and Double Discs with 60 Tweezers ES-EL8A-P421).



Figure 3.1: Panasonic's Epilator

<p style="text-align: center;"><u>STRENGTH</u></p> <ul style="list-style-type: none">• Less painful than waxing• Environment-friendly• Ideal for dry and sensitive skin• Portable and convenient• Save money in the long run	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Redness and irritation after shaving• Causing pain to user• Upfront cost• Charging time and battery life• Loud
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Widening of the global marketplace• Adopt new technology to stay competitive	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none">• Compete with existing or emerging market players• Easily imitated by other businesses• Economically slow

Table 2.0: SWOT analysis

3.1.1 Strength

The majority of users would cringe at the prospect of waxing mostly because just the mention of the phrase transports them to one of the most agonizing times of their lives (literally). Users of epilators do not have to worry about this, especially if they have been using them for an extended period. Epilators do not require the use of creams, lotions, or any other topical preparations before use. As a result, it is a more environmentally friendly hair removal technique than the majority of other procedures. The epilator is an excellent solution for those who have dry or sensitive skin. It is gentle on the skin and does not cause it to dry out. It is even safe to apply on sensitive areas of the body like the armpits and chin. Additionally, it is portable and practical since the epilator is small enough to put in a handbag. Hence, users may take it with them everywhere they go, whether travelling or attending a conference. Finally, while epilators can be costly, they are a one-time purchase that will last at least a couple of years.

3.1.2 Weakness

Panasonic's product which is an epilator, also has weaknesses. After epilation, the skin is typically covered in red patches and is irritated. Typically, the redness subsides within a few hours. However, it is inconvenient, particularly if you are going out. Although epilation is less painful than waxing, it is nonetheless uncomfortable. Most first-time users will find it highly uncomfortable, comparable to hundreds of tweezers tugging hair simultaneously. One of the major reasons many individuals are on the fence about whether or not to purchase an epilator is the initial cost. Epilators can cost upwards of 200 Ringgit Malaysia and not everyone has that kind of money sitting around in their pockets. Thus, even if an epilator is significantly less expensive in the long run, they continue to use traditional waxing. Moreover, certain epilators include non-rechargeable batteries. Others demand charging on a per-use basis. The power can run out at any time, even during an epilating session, leaving users with a half-shaved leg, which is not a pleasant sight to behold. Additionally, it can be quite noisy, so individuals who dislike loud noises may want to reconsider using epilators. The grinding sounds that epilators create are quite loud, especially for those who are not accustomed to them.

3.1.3 Opportunities

The expansion of a company into a new market will open up new doors and allow access to a whole new group of consumers who have never seen the product before. Due to the fact that it is both effective and comfortable to use, Panasonic should consider expanding its product line to poor developing countries that still use the shaver. Furthermore, the adoption of new technology is a chance that Panasonic should use as soon as possible. The introduction of new innovations, like as the use of moisturizers in epilators, will enable Panasonic to compete against firms who are hesitant to embrace new technology in the future.

3.1.4 Threats

Panasonic's epilator will have to compete with existing and emerging market players such as Braun and Phillips, which poses a danger to the device. For example, the Phillips Satinelle Epilator has many of the same characteristics as the Panasonic epilator. Furthermore, the epilator market is not well-known since people prefer to use a shaver or waxing, which are more recognizable. Thus, it will lead to a slow market.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

An epilator rips off each strand of hair from your body can is painful and often leaves your skin irritated and red. This is not something that users can prevent, but investing in an epilator that functions as a wet-dry epilator can undoubtedly assist bring users some relief. If users have sensitive skin, then utilizing an epilator that they can use underwater is absolutely advised it because it helps lessen the pain as well as the redness. However, after using an epilator, moisturizing the skin is an essential step in reducing redness and irritation.

4.2 Discussion

In terms of skincare, Aloe Vera is an excellent companion. Aloe vera is a great moisturizer because of its mix of natural qualities. Users may finally say goodbye to itchiness, redness, and ingrown hairs after shaving and epilating as a result of this product. It is important to remember that men and women alike have a responsibility to take good care of their skin. In addition, men also require a calming solution after they've been shaving all day. Active component in Aloe vera assist soothe the skin and speed up cell renewal. What makes Aloe so excellent is that it works in the deeper layers of the skin. Most beauty products simply function on the surface. This means that Aloe acts where skin cells are formed.



Figure 4.1: Aloe Vera

Given that the hair has been wrenched out with considerable force, it is usual to experience redness and inflammation when epilation is performed. After epilation, a redness will occur, and it may take several hours for the redness to subside completely. Redness will be more noticeable if you are removing coarse, coarser hair or if your skin is sensitive. In order to alleviate this problem, it is recommended to use a natural based moisturizer after cleansing the skin. Protects newly-epilated skin from drying out by soothing and moisturizing the area.

5.0 Recommendation and Improvement

According to the results of the SWOT analysis, Panasonic's epilator has a number of advantages as well as a number of disadvantages. The most serious issue with Panasonic's epilator was that it caused red areas and irritated skin after use. Panasonic should be able to develop an epilator product that is innovative and can be utilized without encountering any of the problems mentioned above as a result. If they are successful in their efforts to manufacture this product, it will be a one-of-a-kind product when compared to those produced by other companies.

Adding aloe vera gel to the epilator may help alleviate the problem of skin irritation and redness after using the epilator as one possible solution. Thus, I would like to introduce the Aloe Vera Epilator, a new invention epilator device. Consumers can feel more confident in purchasing an epilator that comes with a moisturizing gel that prevents bitterness after use, which is more advanced than other epilator manufacturers. Figure 5.1 is an example model of Aloe Vera Epilator.



Figure 5.1: Aloe Vera Epilator

6.0 Conclusion

Due to rising consumer demand for high-tech gadgets and items that make life easier and an expanding beauty salon business, the worldwide epilator market is booming. Increasing numbers of working women and mothers with children, who don't have much time to visit beauty salons for personal hygiene, are expected to contribute to the rising usage of epilators, which in turn is expected to drive the growth of the worldwide epilator market in the next few years.

As a result, Panasonic needs to come up with some new ideas in order to distinguish out from the competition. When utilizing an Aloe Vera Epilator, there is no need to purchase a moisturizer gel or lotion to keep the skin from drying out after using this new type of epilator. Additionally, the Aloe Vera Epilator saves consumers time by adding aloe vera gel into the epilator, negating the need for additional moisturizer afterwards. In addition, it is a cost-effective, time-saving, and environmentally friendly option. I am confident that this invention will be a major breakthrough in the epilator industry. As a result, the Panasonic Company will be one step ahead of its competitors in terms of sales as a result of this product.

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