



**TAIYO NIPPON SANZO**  
The Gas Professionals

## COMPANY ANALYSIS

### TAIYO NIPPON SANZO CORPORATION

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

**FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL  
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<b>TABLE OF CONTENT</b>	<b>PAGE</b>
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	iv
<b>EXECUTIVE SUMMARY</b>	<b>v</b>
<b>1. INTRODUCTION</b>	
1.1 Background of The Study	1
1.2 Problem Statement	1-2
1.3 Purpose of The Study	2
<b>2. COMPANY INFORMATION</b>	
2.1 Background	3-5
2.2 Organizational Structure	6
2.3 Product/Services	7-8
2.4 Technology	8-9
2.5 Business, Marketing, Operational Strategy	9-10
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	11-12
<b>4. FINDINGS AND DISCUSSION</b>	
4.1 Findings	13-14
4.2 Discussion	14-16
<b>5. RECOMMENDATION AND IMPROVEMENT</b>	17-18
<b>6. CONCLUSION</b>	19
<b>7. REFERENCES</b>	20
<b>8. APPENDICES</b>	21

## **EXECUTIVE SUMMARY**

Taiyo Nippon Sanso Corporation is a manufacturing company that operates various type of businesses such as gas, energy and plant, electronics, and innovation. It is located at 142-8558, Shinagawa-ku, Tokyo, Japan. It operates around the world such as Malaysia, Spain, China, and Singapore. Taiyo Nippon Sanso distributes their kitchen appliances through subsidiary company which is Thermos K.K. Thermos K.K. is a well-known company that sells flasks, rice cooker so this case study chose FBB Series Flask to study its problem and suggest recommendation to the company to improve the product in future.

After doing the company analysis, this case study found several problems on FBB Series Flask. Firstly, FBB Series Flask cannot predict the water temperature, it still uses the same vacuum insulation technology after 100 years, its old specification that does not upgrade, and the leak of cup lid. Therefore, these problems can be better with using sensory technology such as LED display to give information about water temperature, using double wall vacuum insulation with anti-corrosive, and upgrade the flasks into flasks lithium battery to look different than other brands.

## **2.3 Product/Services**

Taiyo Nippon Sanso Corporation aim to deliver unique products that is highly stable with stunning design and occupied with superior technology capabilities. Hence, the result to produce stunning products through Thermos K.K.

### **2.3.1 Thermos K.K.**

Thermos's concepts are quality matters, safety matters, and living green matters. Quality matters by Thermos K.K. is carefully choosing the best available materials and produce products with consistent quality and reliable performance. Safety matters defined by Thermos K.K. is customers have right to know where the products are manufactured and how they are made. Thermos products are tested by independent labs to ensure that the materials and processes are safe. Thermos K.K. created the original reusable bottle, and have been green for over 100 years. Thermos K.K. develops products that provide people on-the-go with more sustainable choices.

### **2.3.2 Thermos/Flask from Thermos K.K.**

#### **1) THV SERIES Lifestyle Carafe**



Figure 2.2: THV SERIES Lifestyle Carafe.

THV SERIES Lifestyle Carafe is the thermos for home comes with capacity of 2.0L, 1.0L, and 1.5L and with diameter 7cm. It has different size of weight depends on the capacity. It also leak-proof top with push button ease for simple one-handed pouring. It adds with large mouth