



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

**TP-Link Technologies Co., Ltd.**

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

<b>FACULTY &amp; PROGRAMME</b>	: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES (CS248)
<b>SEMESTER</b>	: RCS 248 6F
<b>PROJECT TITLE</b>	: CASE STUDY OF TP-LINK TECHNOLOGIES CO.LTD
<b>NAME</b>	: NOR NAZUIN BINTI NAZARAIL (2017342263)
<b>LECTURER</b>	: SIR MOHD FAZLY BIN MOHD RAZALI

## **ACKNOWLEDGEMENT**

First of all, I would like to thank Allah S.W.T the Most Beneficent and the Most Merciful. May Allah grant us with knowledge, pardon and forgive our mistake during doing this case study for Technology Entrepreneurship (ENT 600). I had finally managed to finish up this report with determination and a lot of patience. I would like to give the recognition to those people that participate in this study.

Furthermore, I would like to give deepest gratitude to the lecturer, Sir Mohd Fazly bin Mohd Razali because he guides us to complete this case study. He had guided me on how to complete this project and his help in assist to do the research regarding the innovation of company chosen project.

Next, I would like to thanks to TP-Link company because allow to used their company as the reference company for this case study. In addition, thanks to the parents and family members who have been giving much support and assistance in completing this assignment. Without prayer and support from them, I may not be strong enough to complete this task.

## TABLE OF CONTENTS


<b>Title</b>	<b>Page</b>
Acknowledgement	ii
Table of Content	iii
List of Figures	iv
List of Table	v
Executive Summary	vi
<b>1.0 INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Purpose of Study	2
1.3 Problem Statement	3
<b>2.0 COMPANY INFORMATION</b>	
2.1 Company Background	4-8
2.2 Organizational Structure	9
2.3 Product/Service	10-11
2.4 Technology	12
2.4 Business, Marketing. Operational Strategy	13-14
<b>3.0 COMPANY ANALYSIS</b>	15-18
<b>4.0 FINDINGS AND DISCUSSIONS</b>	19-21
<b>5.0 CONCLUSIONS &amp; RECOMMENDATIONS</b>	22-23
Reference	24
Appendices	25

## **EXECUTIVE SUMMARY**

TP-Link Technologies Co., Ltd. is a company that produces variety types of networking communication devices. The company was established in 1996 and entered the international market in 2005. They are the global provider of Small Office Home Office (SOHO) & SMB networking products and the World's No.1 provider of WLAN products, with products available in over 120 countries to tens of millions customers. One of the products that produce by this company is power bank. Nowadays, with the current development of technology, the smartphone has become an important device in our daily life. When coming to the smartphone, people are going to question how long the battery would last. Smartphones only can last for hours. Then, it needs to use a power bank to charge it when there is no electricity. However, the current power bank can only be charged by using electricity and solar energy. This company innovate a power bank that can be charged by using our own hand. It would use kinetic and electrical energy to recharge the power bank. Furthermore, the power bank problems today's are there is not waterproof and wireless. Tendency for people to face with USB problem is high and the waterproof power bank will help people when in water activity. Then, SWOT analysis would be used to identify the strength, weaknesses, opportunities and threats. This analysis can help to understand the business better and will produce a product that can well receive in the market that useful for everyone.

## 2.3 Products/Services

TP-Link Technologies Co., Ltd. It is a company that manufacturers provide networking devices and accessories. The company has made strides in research, develops and manufactures in networking communication devices. TP-Link company ensures the power bank are versatile, inexpensive, very portable and easy to operate. Other products that TP-Link company produced is Wireless Routers, Mobile Phones, Camera, Power line Adapters, Print Server, Wireless Adapters, Media Converters and Gaming Mouse. TP-Link company produced all these products and provide instructions on how to use their products. TP-Link company promises to maintain its identity to manufactures quality products.

 <p>Power Bank</p>	 <p>Wireless Routers</p>	 <p>Mobile Phones</p>
 <p>Camera</p>	 <p>Powerline Adapter</p>	 <p>Wireless Print Server</p>