



COMPANY ANALYSIS
PENSONIC HOLDINGS BERHAD

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TABLE OF CONTENT

	PAGE
TITLE PAGE	
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLE	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	1-2
2. COMPANY INFORMATION	
2.1 Background	2-3
2.2 Organizational Structure	3
2.3 Products/Services	3-4
2.4 Business, marketing, operational strategy	4-5
3. COMPANY ANALYSIS	
3.1 SWOT	5-6
4. FINDINGS AND DISCUSSION	
4.1 Findings	6-7
4.2 Discussion	7-9
5. RECOMMENDATION AND IMPROVEMENT	9-11
6. CONCLUSION	11-12
7. REFERENCES	13
8. APPENDICES	14-15

EXECUTIVE SUMMARY

This case study is to analyse the product using the SWOT analysis and its possibility solution to improve the quality. The company that I had chosen is Pensonic. Pensonic is a company that manufacture and sells the home appliances that have become one of necessary things that will be buy from customers. It was a company that originated and established in Malaysia. Nowadays, they have successfully export their products almost in 20 countries around the world. The product that I have choose to analyse was their blender, Pensonic Blender PB-3205.

For this blender, I have notify there were several problems and weakness that occurred. Firstly, the blender only offer one speed at the electrical motor. Other than that, there is an issue about the sturdiness of the jug . Next, the jug, jug base and blade holder of this blender can be untangle seems to give difficulty to customers. Furthermore, the material used for the jug is not suitable. Finally, the blade of the blender is seems not very powerful to blend the foods rapidly and efficiently.

From the problems that I have found, the solutions and recommendation to improve this blenders will give a a lot of benefits to the products itself. The product need to have a various speed of level at their electrical motor and it jug must be can lock to the electrical motor for safety. Other than that, by using the magnet the jug, jug base and blade holder will be easier to attach together. The material that is suitable to use to make the jug is glass due to it endurance and long lasting. Lastly, the best material to use to make the blade is ceramic as it has a lot of advantages.

This output that I have found will make the product to become the more useful product. From the weakness of the product, it can be improve and modified to be a product that have high quality and very long lasting. Customers will be glad if they get the best product with all the quality that they deserves. The company also will be recognise among customers due to they have a lots of the best products.

8. APPENDICES



Figure 3 Pensonic Blender PB-3205



Figure 4 Blade of Pensonic Blender PB-3205