



COMPANY LOGO

SHARP

COMPANY ANALYSIS

NAME OF COMPANY: SHARP COPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF APPLIED SCIENCE BACHELOR OF SCIENCE (HONS) CHEMISTRY WITH MANAGEMENT (AS222)
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TABLE OF CONTENT

	PAGE
TITLE PAGE	
ACKNOWLEDGEMENT	i
TABLE OF CONCENT	ii
LIST OF FIGURE	iii
LIST OF TABLE	iii
EXERCUTIVE SUMMARY	iv
1. INTRODUCTION	
1.1 Background of study	1
1.2 Problem statement	1
1.3 Purpose of study	1
2. COMAPANY INFORMATION	
2.1 Background company	2
2.2 Organizational structure	3
2.3 Products/services	4
2.4 Business, marketing, operating strategy	4
3. COMPANY ANALYSIS	
3.1 SWOT	5
4. FINDINGS AND DISCUSSION	6-8
5. RECOMMENDATION AND IMPROVEMENT	9
6. CONCLUSION	10
7. RESERENCE	11
8. APPENDICES	12

EXECURTIVE SUMMARY

This writing mainly talked about analysis problems from product made of Sharp Corporation and recommends the best solution on how to deal with the forces. Student will learn about real-life situation where existing problems need to be solved. While application of theories and concepts learned in class to real-life situation, student need to improve understanding and enhance knowledge from the experience of real company. From the problem that chosen company did and the solution they take, student should think critically to improve problem-solving and decision-making skill just like their own company. With the theories that learn in class, student can do the analysis of the situation where problems need to be solved and chance need to be taken. Sharp Corporation Company is chosen as it is well known as company produce product for customer demand. Sharp is the japan electronic manufacturer with a reputation for building great product at budget-friendly prices. Sharp Corporation is one of the worldwide companies that produce electronic product and has many branches around Asia and Europe. One of product that attracts me to improve is their single-serve blender, EM131BK. Blender is advance technology to grind ingredients while the traditional way using stone mortar. This blender was ensuring about consumer safety. Consumer will experienced using high-powered motors while come with extra set to done thing easily.

2.3 Products/Services

Currently, Sharp Corporation had market three types of blender which are hand mixer, immersion blender & stick blender, single serve blender and stand mixer.

Hand Mixer	EMS60WH EMH55WH	Designed for beating ingredients together. Example: baking and dessert
Immersion Blender & Stick Blender	EMB379WH	For blend soups and hot liquids. Example: create protein shakes
Single Serve Blender	EM60PMWH EM130WH EM131BK	Usually for single or double serve. Example: create smoothie and making pancake
Stand Mixer	EMS80WH	Basically uses for mixer ingredients of cake. Example: birthday cake

2.4 Business, marketing, operational strategy

Business strategies that Sharp Corporation used until make them are grow sales from new product, improve customer service, pricing strategies and start-up cost analysis. It is important to plan earlier because the goal will much easier to reach

Sharp Corporation had purpose in marketing strategy which is profile the customers, identify customer's needs, work out why they should buy from company, and how to promote sharp product to customer.

Operation strategy is one of the important strategies because it needs to manage the methods used to reach the objective. Several strategies that Sharp use are continual development of new product for not fall behind with advance technology, bridging the manager talent gap with the tons of experience doing business in more than 100 since the first sharp company built. Finally, Sharp did adopt continuous process improvement for continually analysis and set objectives for system improvement, capacity increases, application of material handling, improved work flow and cost reduction.