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UNIVERSITI
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COMPANY ANALYSIS

EASTMAN KODAK COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Gracious and The Most Merciful

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EXECUTIVE SUMMARY

Kodak Eastman Company is a company that focus on printing, advanced materials and chemicals. The headquarters of the company that founded by George Eastman is in Rochester, New York. The company produces many kinds of products related to printing and photography. Ring light is one of the products created in category of camera accessories. The Kodak company produced a ring light called Ring Light 10” and the presale of the product is in October 2020.

There are a few problems found from the ring light that may affect its performance and become the factors of lack of customer’s interest on it. Firstly, the problem found from the design of the ring light itself. The diameter of the ring light may cause several tricks that affecting the result of the ring light illumination. Secondly, the power supply for the ring light is not compatible for outdoor setting thus make it less portable tool. Thirdly, the wire-attached light controller of the ring light is inconvenience for the user especially those who intended to use the ring light for selfie portrait. Fourthly, the design of the tripod is not suitable for different states. Lastly, the universal smartphone clamp is designed for smartphone size only which it is not compatible with tablet or other wider photography tools.

Therefore, several specifications of the ring light need to be changed in order to encounter the problems stated. First of all, the design of the ring light has to be changed. Next, the power supply of the ring light needs to be upgraded. Besides that, the light controller should be created as a wireless controller to ease the user. Then, the design of the tripod is upgraded for a better one, and lastly, the problem of incompatibility of the clamp can be overcome by changing the design of the universal smartphone clamp.

2.3 PRODUCTS AND SERVICES

Kodak provides hardware, software, consumables and services related to graphic arts, commercial print, publishing, packaging, electronic displays, entertainment and commercial films.

The products in classified within categories are as follow;

Table 1 Consumer Products

KODAK Cameras	Instant print cameras, digital cameras, film cameras and camera accessories
KODAK Printing and Scanning	Photo printers, film scanners, paper and specialty media, ink cartridges and KODAK digitizing box
KODAK Audio Visual	Portable projectors, digital photo frames, televisions, headphones and earbuds, mobile phones
KODAK Smart Home	Baby monitors, security cameras
KODAK Storage Solutions	Memory cards, USB flash drives, optical discs
KODAK Accessories	Smartphone accessories, camera accessories, puzzles
KODAK Office	Computer mice, wireless keyboards, document cameras, graphic tablets, document paper
KODAK Power Solutions	Batteries, flashlights, solar products

The services offered by Kodak are services in print services, coating, process monitor analytics software, solvent recovery and flexible printed electronics.