



Panasonic®

COMPANY ANALYSIS

Panasonic Manufacturing Malaysia Sdn. Bhd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : Faculty of Applied Sciences
(Bachelor in Chemistry and Management)

SEMESTER : 2 / AS222 2B

PROJECT TITLE : MX-801SHG Blender

NAME : MOHAMMAD SYAFIRUL NAZREEN
BIN RIDZUAN (2020992925)

LECTURER : DR. NURSYAMILAH ANNUAR

TABLE OF CONTENTS

ANKNOWLEDGEMENT	i
1. INTRODUCTION	1
1.1 Background Of The Study.....	1
1.2 Problem Statement	2
1.3 Purpose Of The Study.....	2
2. COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products/Services	6
2.4 Business, marketing, operational strategy	7
3. COMPANY ANALYSIS	8
3.1 SWOT.....	8
4. FINDINGS AND DISCUSSION	9
4.1 Findings	9
4.2 Discussion	10
5. RECOMMENDATION AND IMPROVEMENT	12
6. CONCLUSION	14
7. REFERENCES	15
8. APPENDICES	16

ANKNOWLEDGEMENT

In the name of Allah, the Most Beneficent and the Most Merciful.

All praises are attributed to Almighty Allah whose blessings enabled us to complete this case study about company analysis for this Technology Entrepreneurship (ENT600) code. Countless salutations be upon the Holy Prophet Muhammad ﷺ who ordained every Muslim to yearn for knowledge from cradle to grave.

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude to Dr. Nursyamilah Annuar for giving us a good guideline for assignment throughout numerous consultations. It has been a great honour to have her as our lecturer.

We were also deeply indebted to our family members for continues love and encouragement. We have received so much personal support and it would not be possible to write this case study without the support from them.

We would also like to thank all our beloved friends for listening, offering advices, and supporting us through this entire process. There are no proper words to convey our gratefulness to them.

Lastly, our deepest gratitude to all those who have directly and indirectly guided us in writing this case study and we came to know and experience about so many new things that really help us to be a successful entrepreneur for the future.

EXECUTIVE SUMMARY

Panasonic is a well-known company that manufacturer of electrical and electronic products in Kadoma, Osaka. This company has been chosen to be analyse in this case study under the subject of Technology Entrepreneurship (ENT600) code. This case study is to figure out about the background of company, organizational structure, products and services of Panasonic Company. One of the product have been chosen from the Panasonic Company is MX-801SHG Blender. Thus, the business, marketing and operating strategies used by the Panasonic Company has been figure out to see how the company manage the production of their product into the target market.

Next, there are some problems that I figure out about this MX-801SHG Blender by using SWOT analysis. All the information about the MX-801SHG Blender has been studied. Due to the needs and demands by the existing users of the MX-801SHG Blender, there have several problem that face by Panasonic Company. They have an issues with the control settings for the blender, the design and material that use to make the blade and also the design and material that use to make blender container.

After discovering the product issues, I also find the solution based on the limitations that the company should design. This will help the business find ways of overcoming and satisfying the needs of their customers by making their product to be more unique. The company should address the problems with all the solution suggested in order to develop the new product to target the market in the future.

At last, in order to enhance the goods and services, some suggestions can be made. They can improve the material of the blender container by using glass material to make it more resistant toward variety of food and temperature. Other than that, the company should provide more speed choices which have three speed ranges from low to high that can be used for all kinds of food and can also make the control settings to be in automatic. All the recommendations are very useful to the Panasonic Company and can serve as a catalyst for improving their product research and innovation. As a consequence, the Panasonic Company will manufacture a lot of electrical and electronics goods that are more high tech. Not only that, it will support customers as well as enable the company to boost their profits.

2.3 Products/Services

The product that have been chose to analyse is MX-801SHG Blender. Blender are the common home appliances in the kitchens as to make cooking and blend more easily. Blenders can be found with a variety range of blade designs, settings, sizes and more. This product have a simple designed of blender which the blade features of MX-801SHG Blender The blade made from 4 sharp stainless steel blade for effective blending and mixing the ingredients. The latest features of blade is the blender can easily grind coffee beans and spies for more cooking versatility. Then, it has power 300W motor for fine blending. The product is simple manufacturing process and easy too setup.



Figure 1: MX-801SHG Blender.

Description of MX-801SHG Blender

- Price: RM148.00
- With 300W motor
- 1.0 Litre Capacity container
- Saber Cutter blade
- Double Safety Lock System
- Built-in Circuit Breaker
- Mill Attachment for Grinding Dry Items