



COMPANY ANALYSIS

OGAWA WORLD BHD

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EXECUTIVE SUMMARY

This case study is an attempt to know how the theories can be applied to practical situation. So for this case study, I get the opportunity to do a research and analysis on a company named OGAWA World Berhad. This company produces the products related to health and wellness equipment under the brand name OGAWA. The company is founded by Malaysian cofounders in 1996 and is headquartered in Shah Alam, Selangor. OGAWA World Berhad becomes a big company that has more than 800 retail outlets and permanent counters in more than 20 countries all around the world.

The objective of this case study is to identify the weaknesses on the product chosen, which is OGAWA Trek Pro T7.2 Treadmill. Thus, I have found four problems related to the treadmill, which are questionable ability of the product to make the running experience same as real life, unaesthetic design, dull colour chosen and low bandwidth.

From the findings, which are the problems stated, I have come out with the solutions that may be able to solve the problems. The solutions are the application of virtual technology to the treadmill, change the traditional rectangular-shaped to the unique round-shaped treadmill, use combination of black and gold colour, and the implementation of Bandwidth on Demand.

In conclusion, the company should identify the problems of their product thoroughly and brainstorming to find potential innovative solutions in order to be able to compete with many other companies in the same industry.

2.3 Products of the Company

- **Massage chair**
 - Master Drive Ai 2.0
 - Master Drive Plus 5 Elements
 - Smart Galaxia
 - Master Drive Plus
 - Smart Edge Plus
 - Smart Vogue Prime
 - Smart Jazz
 - Genix
 - Takumi
 - MYsofa
 - iModa Prime
 - iSwing
 - iMelody
 - Luxe Amour
- **Foot massager**
 - Tapping Foottee
 - Foottee Therapy
 - 360 Nano Therapy
 - OmKNEE Plus
 - Acu Therapy
 - Comfy Therapy
 - iSpa Steam Massager
 - Zen Foottee
 - OmKNEE 2.0
- **Handheld Massager**
 - Keva Touch
 - Snazzy Touch
 - Primo Touch
 - Mondo Touch
 - Lovey Touch
 - Varax Touch
 - Caree Touch
 - Turtle Mini Massager
- **Back Massager**
 - Estilo Prime Plus
 - Mobile Seat XE Duo
 - Mobile Seat MAX
 - Mobile Seat NX
 - Mobile Shiatsu QT
 - Mobile Shiatsu Lite
 - MyPillow
 - XE Prime
- **Eye massager**
 - Eye Touch Plus
 - USB Eye Mask
 - Spa Gel Eye Mask
- **Travelling kit**
 - Tinkle Touch
 - Viva Touch
 - Magic Touch
 - Comfy Touch
 - Multipurpose Aromatherapy Heating Wrap
 - Lunex Touch
- **Slimming**
 - ezWave
 - ezCurve Infra
- **Exercise equipment**
 - Trek Pro T7.2 Treadmill
 - Spin Pro B1.5
 - Intel LAB
- **Beauty tools**
 - Nano Mist
 - Glotouch
 - Unique Claire
 - Unique Bliss
 - Unique Sheen
 - Unique LITE
 - Ionic Touch
 - Unique Style
 - Unique Bliss S2
 - Unique Sheen W
 - Unique Tria
 - Unique Gem
- **Hygiene**
 - Aura Mate
 - In-T Mate
 - Cutie Mate
 - Puri Mate
 - Aroma Diffuser
 - Air Cooler COOLLALA
 - OGAWA Essence 3 in 1 Starter Pack
 - Ultimate Germagic Air Purifier