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COMPANY ANALYSIS

LG Electronics, Inc.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : **SPORT SCIENCE AND RECREATIONS**
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PROJECT TITLE : **CASE STUDY OF LG ELECTRONICS PRODUCT**
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EXECUTIVE SUMMARY

LG Electronics has successfully applied innovative technology in creating better home appliances. Through LG Electronics, they have effort in R&D to applying Nano technology in the vacuum cleaner. Vacuum cleaners are appliances home which if well maintained, it can last user up to 7 or 8 years. But not all common vacuum cleaner problems require involvement from the manufacturer. There are several problems founded about LG CordZero A9 vacuum cleaner are short battery life in Turbo power mode, loud in Turbo power mode and suction in normal power mode is not very strong.

After doing analysis about the problem, we come up with three alternatives for each problem. The first alternative is CordZero R9 robot vacuum come up with 5300mAh lithium-ion battery life. This makes vacuum R9 can run up with 90 minutes. The second alternative is LG CordZero R9 robot vacuum with low noise (64dB) design and the volume will not disturb indoor conversations. The last alternative is the CordZero R9 robot vacuum with suction power up to 120W in turbo mode. LG improve the vacuum with powerful suction motor.

However, based on finding and discussion above it found several problems. Thus this study come with a recommendation to choose the best alternatives. This study suggest to choose CordZero R9 robot vacuum come up with 5300mAh lithium-ion battery life. Its can run up with 90 minutes with 45W mode on the hard floor. This is because vacuum always short life when use the Turbo power mode. Firstly, we know LG Electronic always improvement in technology with focus on R&D and innovation to attract new potential buyers and retain existing customers.

2.3 Product/ Service

LG Electronic manufacturing of various type household such as display devices, home appliances, and multimedia goods and electronic parts. The Home Appliance business area provides products such as refrigerators, washing machines, cooking and cleaning and health care appliances. This case study only focus for a product vacuum.

LG CordZero A9 Ultimate Cordless Stick Vacuum.

LG cordless vacuum cleaners are packed with new features and battery innovation to make cordless vacuuming easier. LG CordZero A9 Ultimate can help to clean most surface of your home easily and effectively.

