



TOSHIBA

COMPANY ANALYSIS

TOSHIBA SALES & SERVICES SDN BHD

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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EXECUTIVE SUMMARY

TOSHIBA is one of the longest established companies and is a Japanese multinational conglomerate manufacturing company, which is a large company as a result of a combination of several unrelated companies. Toshiba is made up of four groups: Digital Product Group, Electronic Equipment Group, Home Appliances Group and Social Infrastructure Group. In this company's analysis, it focuses on the water kettle of 1.7L cool touch kettle produced by TOSHIBA Company to be identified and analysed with their current problems and come out with solutions. But, in the manufacture of Japanese multinational conglomerates, the most important thing to prioritize is the quality of the products marketed.

However, there are various problems faced by TOSHIBA Company in kettle production. Among them is, the kettle released is not in trend and has a classic design. Even the website coverage of the product is too weak. As one of the long established companies they should have a better understanding of the product journey that many companies produce. Moreover the price sold is too expensive compared to other companies despite the same function and area. However, the company is well known in terms of customer demand and is still trying to figure out how to upgrade the products it produces. This is because, the product produced is quality it can be used for a long time.

Therefore, the product can be introduced worldwide because it has the ability to produce excellent performance in equipment operation.

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1.0 INTRODUCTION

1.1 Background Of The Study



Kettle, is a type of pot usually made of metal and used specifically for boiling water, with a lid, kettle and handle. A kettle can also be a small kitchen utensil that is similar in shape and functioning independently. The kettle can be used to heat water by placing it on a stove or with an electric heating element in the kitchen appliance version. The first kettle was used in ancient Mesopotamia for purposes other than cooking. As time went on, this artistically decorated pottery container became more and more used in the kitchen. In China, kettles are usually made of iron and placed directly over an open fire. Explorers use a kettle to cook fresh water to make it into drinking water. The design of the kettle is very attractive because it can show many patterns on the parts of the lid, stalk, nozzle, body and base. The usual use of a kettle is to fill drinking water before serving. There is also a kettle that is designed for hand washing. This hand washing kettle has a kettle-like water catchment container that is flat rounded with the same mouth as the base of the kettle. This is because the hand washing water kettle is placed on the kettle. Its uniqueness lies in its shape which is said to be attractive and has certain patterns that symbolize a message just like other copper utensils. The copper kettle symbolizes luxury and was commonly used by the aristocracy in the past. But nowadays, the kettle produced is more modern and easy to use. In fact, it can be used by all groups. Therefore, today, many companies produce water kettles that are intended for use by all groups.

1.2 Problem Statement

The rapid development of technology has contributed to more sophisticated products. As a result, the products produced by companies and industries increase day by day making the products grow rapidly according to current trends and quality. Toshiba Sales & Services Sdn Bhd is a company that produces various types of household appliance. A number of household appliances are equipped with the latest technology while others still use old technology. People tend to buy their products since all household appliances are

2.3 Products / Services

Table 2 Product / Service Provided by Toshiba Tec Malaysia Manufacturing Sdn. Bhd.

TYPE OF PRODUCT / SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTION
 <p>1.7L Kettle</p>	<ul style="list-style-type: none"> • Concealed heating element interior for easy cleaning. • Boil-dry protection turns the kettle off automatically if it doesn't contain enough water. • 360° rotating base for easy serving. • Durable Strix controller. • SUS304 Food Grade Stainless Steel. 	<p>215 X 150 X 240 W D H</p> <p>KT-17SH1NMY with 304 food grade stainless steel kettles do not discolour as well as don't retain the taste or odour. The high-power up to 2200W make the boiling more efficient and save your time.</p>
 <p>1.7L Cooltouch Kettle</p>	<ul style="list-style-type: none"> • Concealed heating element & Anti-Scale Seamless Interior for easy cleaning. • Boil-dry protection turns the kettle off automatically if it doesn't contain enough water. • Large Caliber for easy to fill in water & cleaning. • 360° rotating base for easy serving. • Durable Strix controller. • SUS304 Food Grade Stainless Steel. • Double Wall (stainless steel) for safe touch. 	<p>214 X 160 X 245 W D H</p> <p>Features with Double Wall design, the kettle surface is always safe to touch.</p>