



Panasonic
ideas for life

COMPANY ANALYSIS

PANASONIC MALAYSIA SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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EXECUTIVE SUMMARY

Panasonic Corporation is a company that produces various types of home appliances and electrical products. Konosuke Matsushita founded Matsushita Electric Home Appliances Manufacturing Jobs in 1918. It is located in Selangor, Malaysia. One of the products produced by Panasonic Corporation is Panasonic fan. A fan is an electrical device that helps reduce heat and provide comfort. There are several types of fans produced by this company namely ceiling fan, table fan, standing fan and wall fan. The objective of this study is to analyse the problems faced by Panasonic Malaysia SDN. BHD. and provide better solutions and solve problems and give suggestions to companies in order to improve their company in the future.

After doing company analysis, there are some issues that are based on 6-Blade Mondo Ceiling fan. The first problem is short motion sensor, the detect for start is slow. The second problem is easily replicated model that is many companies want to satisfy customers. The third problem is the demand is seasonal.

Therefore, there are three solution suggested for all problems. The first solution is to increase the distance sensor Panasonic 6-Blade Mondo just can be detecting the sensor has so short. Another common setting for motion sensor fans is a fan distance detect. A good distance for most security fan applications is 4 to 4.5 meters for height and detection range 5 meters. The second solution is to use voice control important in the life of technology because people want to be easy anytime and everything. When the technology more sophisticated the people like use the product for the life. More technology sophisticated, more people like this. The last solution is remote-controlled ceiling fan it can gives the freedom to switch on/off and control the speed of your ceiling fan with minimum movement. This adds convenience and ease for them to control fans without assistance. Besides, this study came out with a proposal to choose one of the solutions. This study proposes to choose to produce making remote-control technology. This is because the function of remote-control technology easy to turn on or turn off the fan and control the speed of ceiling fan.

1. INTRODUCTION

1.1 Background Study

The following study is more about the Panasonic Malaysia Company in Petaling Jaya, Selangor, Malaysia. The association sells various kinds of electrical equipment that have different purposes. The purpose of this case study is to examine the aims and methods used by the Panasonic Malaysia Company. Strength, Weakness, Opportunities, Threats (SWOT) analyses one of its products, Panasonic 6-Blade Mondo Ceiling Fan, addresses the company's core challenges and offers solutions to each issue and advice on the best options can choose.

1.2 Problem Statement

Panasonic Malaysia Sdn. Bhd. is a corporation that manufactures different types of electrical and domestic appliances. Any electrical and kitchen equipment are fitted with the newest technologies, while others use old technology. Therefore, since all household appliances are required in every home to cope with the everyday lifestyle, consumers are more likely to purchase their better items. Home appliances and power allow customers to relax at home with their hobbies. One of the items this company makes is the Panasonic 6-Blade Mondo Ceiling Fan. This fan allows users to provide customers in the house with satisfaction and comfort. This fan is very beneficial to customers because when the hot weather arrives in Malaysia, Malaysia has a warm and humid climate during the year, it can decrease the warmth in the home.

In addition, several issues facing consumers when using the Panasonic 6-Blade Mondo Ceiling Fan. First, since there is a short motion sensor, no person over 4 metres in the distance Mondo ceiling fan can be ensured by the ceiling fan. Therefore, the distance from the sensor to the fan must be increased by Panasonic Malaysia Sdn. Bhd. The models are easy for every electrical firm to copyright to market the business. The item should therefore be assembled by Panasonic Malaysia Sdn. Bhd. to secure the device. At last, demand for the commodity is seasonal and consumers want to use the fan time that the season must be wet, monsoon season. This case study was therefore carried out in order to evaluate and solve all the problems encountered in the Panasonic 6-Blade Mondo Ceiling Fan.

2.3 Product/Service Description


Types of product	Name	Description
	<p>Mid-Size 6-Blade Mondo Ceiling FAN (70")</p>	<ul style="list-style-type: none"> + New Twin DC Motor Technology. + 6-blade design. + Motion sensor + Yuragi function + Greater air delivery + Enhanced safety features + Durable PPG with aluminium blade extension + LCD remote control with 9-sequential speed selection + 1-8 hour off timer + 1-8 hour on timer + 2-8 hours' sleep timer + Model: F-M18LYVBKRH/VBKSH + Width: 1800mm + Canopy pipe: 446mm + Long pipe: 702mm + Colour: black

Table 2.3: Product/Service Description