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TECHNOLOGY INTREPRENUERSHIP (ENT600) : CASE STUDY

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Executive Summary

Casio was established in April 1946 by Tadao Kashio, an engineer specializing in fabrication technology. Kashio's first major product was the yubiwa pipe, a finger ring that would hold a cigarette, allowing the wearer to smoke the cigarette down to its nub while also leaving the wearer's hands free. Japan was impoverished immediately following World War 2, so cigarettes were valuable, and the invention was a success.

.One of the products produce by Casio company is G-Shock watch.. There are many types of G-Shock watch produced by this company. The objectives of this study are to analyse the problems that Casio G-Shock Company faced and provide better solutions to overcome the problems and to suggest a recommendation to the company in order to improve their company in the future.

The study is basically focused on product and SWOT analysis of G-shock watches, a product of Casio Watch. The study tries to unveil the history of company, the technologies used, SWOT analysis of product, finding and discussion, and recommendation of the product. The detail about the product will be more explanation in this case study.

1.0 Introduction

1.1 Background Study

The following case study is about Casio G-Shock Company. This company selling many type of electronic component which is watch, calculator, audio visual, computer and other electronic product. For the purpose of this case study are is to analyse about background of company Casio , vision and mission of company, SWOT analysis of the product and come out with the recommendation and best alternative to the product. All the aspect and categories that listed, it will explain more detail about product in this case study.

1.2 Problem Statement

With technology continuous to push ahead at a face place, time is very important to all people. Time is like gold, if miss single of minutes, it will not return back. But you must wait for the next day. So, time is so important for daily life. Casio is a company that produce various types watch. Some of the watch has included with the latest technology while others remain with old technology. People tend to buy their products for daily life which is can remain himself what time is now in everyday lifestyles. However, there are several problems that the users face while using the Casio G-Shock watch.

Firstly, the colour of the band will fade for a long period of time. When the colour of the band fade, it will look unnecessary to the user. Second problem of the product are size of the watch are really big for people who has a small hand when wear that watch. It will look not perfect for that people when they wear it. Third problem are, the price of the watch too high. people will think more to buy the watch because of the price. .The customer feel that the product absolutely perfect, but have a several problem that they facing when they using Casio G-Shock for a long period of time. All recommendation of the problem that listed in this statement will be more explanation in discussion and recommendation section.

2.4 Product and Services

DW-6900AC-2

Red & Blue

Big case G-SHOCK models in striking red and blue hues create a selection of exciting colours from which to choose. The big, bulky configurations these models create a powerful look befitting of the G-SHOCK brand.

2.4.1 Table of product

Brand, Seller, or Collection Name	Casio
Part Number	DW6900AC-2
Model Number	DW6900AC-2
Model Year	2017
Display Type	Digital
Case Diameter	50 millimeters
Band Width	20 millimeters
Item Weight	67 grams



Figure 2.4.1 : Picture of the G-Shock