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TOSHIBA

Leading Innovation >>>

COMPANY ANALYSIS

TOSHIBA CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY:	FACULTY OF SPORTS SCIENCE AND RECREATION
PROGRAMME:	BACHELOR OF SPORTS MANAGEMENT
SEMESTER:	RSR2415A
PROJECT TITLE:	WASHING MACHINE
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Executive summary

TOSHIBA is one of the longest known corporations and is a Japanese multinational corporation production company, which is a big company due to a merger of many unrelated companies. Toshiba consists of four groups which are the Digital Product Group, the Electrical Equipment Group, the Home Appliances Group and the Social Infrastructure Group. Throughout this case study, it will be focusing on the 10.0KG Circular Air Intake Toshiba Washing Machines.

The findings have discovered the first problem regarding Toshiba Circular Air Intake Washing Machine which is the product is not available in any other colors except for the dark grey color. Next, the product is heavy in weight and pretty said it is quite immovable. Other than that, it also has no anti-rust features and not a user friendly for people with either physical or mental disability.

This case study also has found the greatest solution that can be applies or be innovated to the product. The solution is to produce a voice recognition features. This will certainly help not only the disabled people but also for people who do not want to waste their time as this attribution can be fast and easy to use.

1. INTRODUCTION

1.1 Background of Study

Washing machine is also known as laundry machine, clothes washer or washer. It is one of the essential household appliances which is used to wash laundry. Back in the old days, people have been doing laundering by hands involving soaking, scrubbing, beating and rinsing filthy garments in the streams or river. In the colonial times, people tend to boil their dirty textiles in a huge pot or pan, then put them on a flat board and beat them with a paddle. On 1833, metal washboard was invented. Initially, washboard was made entirely of woods including the carved wash surfaces. Over the centuries, the laundry technology has gradually evolving from crude workforce to high technology which we are familiar in this day and age. Washing machine was invented by Jacob Christian Schaffer on 1767. In the early 1800, Nathaniel Briggs an American has obtained the first patent for a washing machine. This involves pouring the hot water into the tank, turning the lever to wash the clothes and then tightening it between the two rollers. Then, they used the pipe to dried the tank. 210 years later, an electric washer was invented. In this era of modernization, people want their job to be done faster so that they can saves up times for other things to do. In this case, people will choose to do their laundry using machines instead of washing it by hands. Thus, this study is conducted to find out the advantages and disadvantages of using washing machines.

1.2 Problem Statement

In this globalization days and ages, with technology that is continuing to push ahead at a fast pace, people no longer wanted to wasted their times and prefer to invest their money on even a pricey washing so that it will easier them to do their job. This scenario has led a study to be conducted in order to find out the pros and cons of Toshiba washing machines for the users.

2.3 Products

TYPES OF PRODUCT	CLASSIFICATION	DESCRIPTION
<p>10.0 KG CIRCULAR AIR INTAKE</p> 	<p>Circular Air Intake</p>	<p>645 × 620 × 1031mm W D H</p> <p>You will be assured of clean and fresh-smelling clothes with Toshiba's innovative features that offer better washing experience. Easy and convenient.</p>
<p>8.5 KG SEMI AUTO WASHER</p> 	<p>GoldenSoak Period</p>	<p>827 × 485 × 862mm W D H</p> <p>Semi-automatic washing machine contains two tubs, one for washing and the other for drying.</p>
<p>8.5 KG REAL INVERTER FRONT LOAD WASHER DRYER</p>	<p>THE GREATWAVES™</p>	<p>595 × 600 × 850mm W D H</p> <p>TOSHIBA front loading series laundry helper with GREATWAVES™ technology</p>