



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SAMSUNG

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION
BACHELOR OF SPORTS MANAGEMENT (SR 241)**

SEMESTER : 5

PROJECT TITLE : COMPATIBILITY WIRELESS MOUSE

**NAME : FARHANA BINTI SARDON
(2019489128)**

LECTURER : DR.ATHIFAH NAJWANI HJ SHAHIDAN

TABLE OF CONTENT

	PAGE
TITLE PAGE	
ACKNOWLEDGE	I
LIST OF TABLE	II
EXECUTIVE SUMMARY	III
1. INTRODUCTION	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	2
2. COMPANY INFORMATION	
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4-5
2.4 Technology	6
2.5 Business, marketing, operational strategy	6-7
3. PRODUCT ANALYSIS	
3.1 SWOT	8-10
4. FINDINGS AND DISCUSSION	
4.1 Findings	11
4.2 Discussion	12-13
5. RECOMMENDATION AND IMPROVEMENT	14
6. CONCLUSION	15
7. REFERENCES	16
8. APPENDICES	17

ACKNOWLEDGEMENT

In performing my case study, I had to take the help and guideline of some respected persons, who deserve greatest gratitude. The completion of assignment gives me much pleasure. I would like to show my gratitude to Dr. Athifah Najwani for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment.

Many people, especially my classmates and other members, have made valuable comment suggestions on this case study which gave me an inspiration to improve my assignment. I would like to thank towards all the people for their help directly and indirectly to complete my assignment.

EXECUTIVE SUMMARY



“Samsung Electronics Co., Ltd. Is a world leader in digital media and digital convergence technologies” Samsung is society more great world with the greatest value of the brand. Samsung is operating in over 50 countries worldwide. The headquarters of Samsung is the capital of Seoul, South Korea. President of Samsung Group is Mr KUN HEE LEE. Samsung’s name literally means “Tri-Star ‘ Korean.” Today Samsung invests in concrete and buildings under the Samsung brand Foundation sector. The Samsung electronics Word is written in white on a blue background. It represents the stability, reliability, and heat.

One of the products that produce by this company is computer mouse. This product produce many types of wireless mouse which can be used for all PC and other specification. The purpose of this study are to analyse the problem that Samsung Company faced and provide solution to overcome the problem. In this case study, we analysed the strength, weaknesses, opportunities and threats of this product by using SWOT analysis.

After doing SWOT analysis, there are several problems founded about the Samsung wireless mouse. The problem of surface compatibility is the mouse actually do not work on any surface, we have to use mouse pad or rough surface to make the mouse move eassily.

Therefore, this study comes out with three alternatives which is upgrade laser sensor technology, boost the light detector and innovate the design. Thus, this study come out with a recommendation to choose one of the alternatives. This study suggested to choose upgrade laser sensor technology. This is because this mouse can solve almost all the problems faces by the existing Samsung product mouse.

2.3 Product/Services

Type of Product	Specs	Description
	<p>Input Device</p>	<ul style="list-style-type: none"> • Connectivity Technology Wired • Interface PS/2, USB • Movement Detection Technology Optical • Movement Resolution 400 dpi • Product Type Mouse
	<p>System Requirements</p>	<ul style="list-style-type: none"> • OS Required Apple MacOS 8.6 or later, Microsoft Windows 2000, Microsoft Windows 98, Microsoft Windows Millennium Edition, Microsoft Windows NT, Microsoft Windows XP
	<p>Header and Interface Required</p>	<ul style="list-style-type: none"> • Brand Samsung • Product Line Samsung Optical Mouse • Model w/o LED • Packaged Quantity 1 • Compatibility Mac, PC • Connector Type 4 pin USB Type A, 6 pin mini-DIN (PS/2 style) • Type USB, mouse
	<p>Input Devices</p>	<ul style="list-style-type: none"> • Connectivity Technology wireless • Movement Detection Technology optical • Buttons Qty 5 • Product Type mouse