



اَبُو سَيِّدِي تَيْكُونُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**Panasonic**

Product Analysis

**PANASONIC COMPANY**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**




The company that was to become Panasonic was started on March 7, 1918, when Konosuke Matsushita moved from his tiny dwelling to a larger two-story house, and set up Matsushita Electric Housewares Manufacturing Works. The staff consisted of three people which are the 23-year-old Matsushita, 22-year-old Mumeno and her brother Toshio Iue, then just 15.

There are many types of vacuum that produced by Panasonic company. The vision of Panasonic is to realize ‘A Better Life, A Better World’ for every individual customer. Panasonic is committed to creating a better life and a better world, continuously contributing to evolution of society and to the happiness of people around the globe. The aims of this company to concisely express basic management objective in the modern era established by founder Konosuke Matsushita.

After doing company analysis, there are several problems founded at Cordless Stick Vacuum Cleaner MC-SBU1FH187/FR187. The problems are the vacuum cleaners the first problem is the vacuum does not attract all the dust. The second problem is Vacuum does not have dust sensor to know the level of the dust. The third problem is the vacuum quite noisy. The last problem is the battery of the vacuum quickly heat up.

Therefore, this study comes out with two alternatives. The first alternative is using HEPA filtration. The second alternative is use LED Particle Sensor for this vacuum to know the level of the dust. Thus, this study come out with are commendation to choose one of the alternatives. So, for this case study I recommend to use HEPA filtration for the vacuum as a filter medium.

### 2.3 Products/Services

TYPE OF PRODUCT	DESCRIPTION
<p>1. "iT" Cordless Stick Vacuum Cleaner MC-BJ870SV47/TV47</p> 	<p><b>Type:</b> Cordless Stick  <b>Dust Collection:</b> Cyclone  <b>Battery:</b> Li-ion  <b>Run time:</b> High: Approx. 10 min  <b>Run time:</b> Auto: Approx. 15-30 min  <b>Charging Time:</b> Approx. 3 hours  <b>Floor Nozzle:</b> "IT" Swivel Power-Nozzle  <b>Weight:</b> 2.2 kg  <b>Color:</b> Silver &amp; Black, Rose &amp; Brown</p>
<p>2. Cordless Stick Vacuum Cleaner MC-SB30JW147 - Lightweight &amp; Powerful</p> 	<p><b>Power Supply:</b> Rechargeable Lithium-ion battery  Suction Power (MAX): 100W  Filtration : Dust Box  Power Control : 2(Auto / High)  Floor Nozzle : Power Nozzle  Attachment : Crevice Nozzle  Sensor House: Dust Sensor  Dust Capacity : 0.3 L  Running time : Auto: 10-20 mins / High: 6 mins</p>
<p>3. 2-in-1 Stick Type Vacuum Cleaner MC-BU100SZ47</p> 	<p>Type : Bagless  Input Power : N/A  Suction Power : N/A  Battery: NI-MH  Voltage : 16.8V  Dust Capacity : 0.6 L  Runtime : Normal: 30 min.  Runtime : High: 15 min.  Charging time : 5-6 hours</p>