



Panasonic

COMPANY ANALYSIS

PANASONIC CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY SPORT & RECREATION / SPORT

MANAGEMENT

SEMESTER : FIVE (5)

PROJECT TITLE : PANASONIC LUMIX DC-GH5 DIGITAL CAMERA

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ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank Allah as finally I were able to finish this case study that has been given by our lecturer. I had finally managed to finish up this report with determination and a lot of patience.

I would like to express my special gratitude to my lecturer of ENT600, Dr. Athifah Najwani Hj Shahidan for providing guidance throughout this case study. Also, for the opportunities that given to complete this case study. I had valuable knowledge and experience during completing this case study.

I also want to thanks to my parents who always prayed well for me and give their support and some advices. Lastly, thank to my beloved friend who had helped and give their ideas to me. They also give me motivation and advices to make sure my project completed.

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EXECUTIVE SUMMARY

Panasonic products have been famous for a long time and they have produced a wide range of high-tech products. Various products for daily use or professional use are also sold to the public. One of the products produced is the LUMIX GH5 Camera. The products produced in the GH Series have their own special features. Various other models have also been produced but this LUMIX GH5 is so different compared to other cameras. The purpose of this study are to analyze the problem that Panasonic faced and provide solution to overcome the problem.

After doing product analysis, there are several problems about LUMIX GH5. The problems are expensive product, unable to focus subject quickly and context-sensitive noise reduction and sharpening can lead to some (minor) artifacts in JPEGs. From this problem, there are some suggested and recommendation to overcome this problem. The company should innovate or make a changes step by step about their product to fulfil the customer satisfaction towards their product.

2.3 Products/Services

Table 2.3.1 Product / Camera Provided by Panasonic

Photo	Name	Description
	LUMIX G100V	<p>The G100 is designed primarily for vlogging and includes some interesting ideas to support it. This compact package has it all. Superb-quality 4K/30fps and FHD/60fps video. Easy to smartphone connection with this camera. The five-axis hybrid I.S. (image stabilizer) in the LUMIX G100 provides effective shake suppression essential for capturing stable, easy-to-see video in scenarios such as walking or in a moving vehicle</p>