



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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COMPANY ANALYSIS
PENSONIC HOLDINGS BERHAD

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STUDENT NAME : MUHAMMAD FIKRI BIN IDRIS
STUDENT ID :2018248496
LECTURER : DR ATHIFAH NAJWANI HJ SHAHIDAN

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau Perlis, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research company which manufactured the same product that I want to develop, which is Pensonic Holdings Berhad, currently based in Simpang Ampat, Pulau Pinang.

For the first part of the project report, the general data of the company has been collected. Information is gathered through many sources as well. In the second part of the report, contains the particular subject study. The objective of the project is to work on the background of the company, products and services that Pensonic provides. Next, the study of the technology to manufacture the home electrical appliances, as well as business, marketing and operational strategy used by the company to promote their products which is for me quite interesting.

Besides that, I analyzed the strength, weaknesses, opportunities, and threats of this company by using SWOT analysis. So, from the needs and demands of the existing consumers of this company, I analyzed and find solutions to overwhelmed and to fulfil their needs and making new innovation in New Product Development task. So lastly, we need to know that the goals indicate what a business unit wants to achieve. So, every business must plan a strategy for accomplishing its goals which consists of an advertising strategy and effective management.

8. APPENDICES

APPENDIX 1

Multi-Cooker Products from Pensonic Brand.

Products	Description
	<ol style="list-style-type: none"> 1. 900W 2. Digital and mechanical controls 3. Stainless steel housing with non-stick inner pot 4. 14 Smart programs that meets all the cooking needs 5. Save energy consumption and cooking time 6. 5 pressure levels and 3 texture setting to cook a wide variety dish.
	<ol style="list-style-type: none"> 1. 900W 2. Mechanical control 3. Stainless steel housing with non-stick inner pot 4. Multi-function: Keep warm, rice, soup, chicken, beans and meat 5. Preserving nutrition 6. Save energy consumption and cooking time
	<ol style="list-style-type: none"> 1. 1800-2140W 2. Easy adjustable temperature control (low/medium/high) 3. Removable SUS304 food grade stainless steel inner pot 4. Double tier steamer basket (1 tier removable interior base) 5. Tempered glass lid glass 6. Boil-dry protection
	<ol style="list-style-type: none"> 1. 1630-1960W 2. Removable Non-Stick Inner Pot 3. With Tempered Glass Lid 4. Adjustable Temperature Control 5. Stewing , Steaming , Deep Frying
	<ol style="list-style-type: none"> 2. 3.8L 3. Removable Non-Stick Inner Pot 4. Adjustable Temperature Control 5. Stewing , Steaming , Stir Frying ,Deep Frying