



**Panasonic**

COMPANY ANALYSIS

**TECHNOLOGY ENTREPRENEURSHIP CASE STUDY**

**COMPANY NAME** : PANASONIC MALAYSIA

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**PROGRAMME** : AS245

**PROJECT TITLE** : SOLID POLYMER ELECTROLYTE WITH RECHARGEABLE  
TECHNOLOGY

**LECTURER'S NAME** : DR FARAH LINA BINTI AZIZAN

## **ACKNOWLEDGEMENT**

In the name of Allah, the most beneficent and merciful who gave us strength and knowledge to complete this case study. This task is a part of my assignment throughout this semester. The task give is to do the company analysis based on a project product that will provide information about the company details and information about strengths and the weaknesses of the product that we choose as a references for our project product.

I would like to express our gratitude to my course lecturer Dr Farah Lina Azizan, our kind-hearted lecturer teaching in Technology Entrepreneurship (ENT 600) subject for giving me the opportunity to complete the task. Without her guidance and moral support, it is not easy to produce such an informative report to be shared. I thanked her for overall support. I also thank to everyone who supported ne, for that I have completed my task effectively. Their helpful comments which helped me a lot in completing this task are very much appreciated.

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## **EXECUTIVE SUMMARY**

Panasonic Company is a company that known with their high technology. By doing this research, I got a chance to do a research on a company which manufactured the same product as I wish to develop which is Panasonic Company that also produce a battery that currently based in Malaysia. In this case study, I would be able to collect general information about the company such as the background of the company, technology used, theirs services and learn about their business, marketing and operating strategy. Panasonic have many products such as home appliances, kitchen appliances, battery and etc. In this project, I just have focusing on one product that I interested which is battery as nowadays we are having problem with the disposal of the battery. The product that I would like to develop is Polymer Electrolyte Battery with rechargeable technology.

I have done SWOT analysis on the Panasonic Company which make me able to distinguish the strength, weakness, opportunities and threats of this company. Based on the SWOT analysis, there are two major problems identified which is battery are easily leak that caused from the type of electrolyte used in the battery and also the battery are not a rechargeable type. This help me to figure out a better technology system solution that can be implemented in the company to cope the issues. The strategy are planning to improve the existing system are really important in business development growth. This will make the product more commercial and bring more benefit to others.

## 2.2 Organisatioal Structure






	<p>Tan Sri Datuk Asmat Bin Kamaludin Chairman / Senior Independent</p>
	<p>Toyokatsu Okamoto Managing Direction</p>
	<p>Siew Pui Ling Executive Director</p>
	<p>Kwan Wai Yue Executive Director</p>
	<p>Leong Oi Wah Company Secretary</p>

Table 2: Board of Directors

## 2.3 Product and Services

TYPE OF PRODUCT	PRODUCTS
<p>TV &amp; AV</p>	 