



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا
UNIVERSITI
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**SECRET
LAB**

COMPANY ANALYSIS

SECRETLAB COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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APPRECIATION

Assalammualaikum W.B.T,

A tribute to Allah, the God of the universe, for the grace that is poured out upon this dwarf servant. Respond to him on all the destiny of the universe. Salvation and salutation to the great prophet Muhammad S.A.W and his companions and the Prophets.

First of all, we call the Alhamdulillah to God for the blessings that are given to us non-stop. Without pleasure it is unlikely I can complete the assignment for the subject ENT600 (Report on Company Analysis). From this assignment, it does expand and increase my knowledge in the entrepreneur field where I can use to analyze a company using the SWOT analysis and in the same time, I manage to identify the recommendation or suggestion to improvise the products quality.

This is also a tribute to both my parents as they always pray for my blessings here. They also support me from all aspects of the spiritual and finances to produce this quality assignment.

Also, do not forget my subject lecturer, Dr. Nursyamilah Annuar for the sake of Allah's permission, she was instructing me to complete this task successfully. She also reminded me to be very patient and reprimanded. Her good will be rewarded with the grace of God which is priceless.

I also want to dedicate this greeting to friends who are willing to share knowledge, information and all the forms of assistance that I may desire especially in producing this document. Understand all the kind of help you offer us greatly appreciate.

Before proceeding, I would like to convey my gratitude to anyone involved in making this course work confidential or not. Your best interests are mine.

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EXECUTIVE SUMMARY

This case study was assigned to choose one company to identify the strength and weaknesses of a product, evaluate their opportunities and threats by using the SWOT analysis. Therefore, Secretlab company is my subject for this study that this Singaporean company produced gaming set products which is the gaming chair. Gaming chair is a chair that many people love to have it if they can afford to buy those luxury chairs. These is not a regular normal chair because they have their own design and its own benefits where it can make the user feel comfortable and relax when sitting on it. This item always associated with playing video games and doing office work. When playing video games, gamers experienced real hype and their performances become much better. While office person, they will not feel any muscle sore that always been a problem towards them. The company products that I have chosen for this assignment was based on sizes which are Omega (S), Titan (L) and lastly the Titan XL. Although, this product is famous around the world due to many demands where gaming industry keep on increasing time by time which is their strength, but there are also their own weaknesses that sometime people always been questioning whether is it worth to have those products. With this weakness or flaws, this product can be improved in the future to get the best quality of itself. From the company analysis, if Secretlab open their own customisation service definitely more customers will buy their product. Attractive and custom design can satisfy the customers' wants nowadays. Furthermore, by improving the quality of the wheels will overcome the problem of wheels easily damaged. Moreover, when comes to the gaming chair, many people always thought in their mind that gaming chair is just a chair with cool design and expensive prices only. This can really change their thoughts about the gaming chair, if they make an upgrade towards the chair by adding a simple technology where the audio of video games can be sync with the chair. With this innovation it can solves two problems which are the thoughts from the people and also the problem of using headphones and earphone where they found it uncomfortable to use it for a longer period. Last but not least, many users often feel sluggy when sitting on the chair for so long although the chair have an ergonomic shape design. By providing a massage technology in the chair it can overcome this problem easily where everytime they feel sore, they can use it anytime. Every product needs to be improved from time to time to keep the product effective and can't be surpass by other competitors in the future.

2.3 Products/Services

Secretlab is a high-end gaming chair manufacturer headquartered in Singapore. The majority of Secretlab's offerings are aimed at gamers. Customers from corporate offices were also drawn to the company. Small, big, and extra-large models are included in their range. Many of the world's best esports players work full-time in these seats. The Omega, Titan, and Titan XL gaming chairs are reviewed in this Secretlab gaming chair analysis. All of them have outstanding ergonomic features, amazing comfort, and great back support.

	Omega (S)	Titan (L)	Titan XL
Size rating	5'3" to 5'11"; 240 pounds	5'9" to 6'7"; 290 pounds	5'11" to 6'10"; 390 pounds
Functionality	4D armrests; seat angle tilt-lock; backrest recline from 85° to 165°	Same as the Omega	Same as the Omega
Back support	Adjustable neck + lumbar pillow	Internal lumbar + adjustable neck pillow	Same as the Titan
Price	RM1104 to RM1197	RM1227 to RM1320	RM1474 to RM1535

Table 2: Secretlab Chair Overview/Comparisons



Figure 3: The small Omega chairs, large Titan and Titan XL models