



اُنْبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Panasonic**

## COMPANY ANALYSIS

PANASONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : COMPUTER AND MATHEMATICAL SCIENCES  
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PROJECT TITLE : AIRCOND  
NAME : ADILLA BINTI CHE YANG SAPARI  
LECTURER : DR. NURSYAMILAH ANNUAR

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## **EXECUTIVE SUMMARY**

Until early 1900s, the only way to cool a house was to open a window. Although the technology for air conditioners had been invented in 1902, but it was not introduced for residential use. But nowadays, almost every house has the air conditioner because of the unpredictable weather. This is because the condition such as heat and humidity can impact on our overall physical intellectual activity, making even the simplest become harder. Having a proper air conditioning in the space can help reduces heat and humidity, thus reducing the impact on our ability to perform and complete the task. The lower temperature that creates by air conditioner can help reduce dehydration as they lessen the excessive sweating. The air conditioner effectively helps renew and improve the air quality in the space. Air conditioning works by reducing the humidity and heat within a space. It will remove the moisture from the air and then pushing the cooler temperatures through the evaporation cooling. Over time the area will have less and less moisture in the air. So, this will make one need to drink fluids to keep stay hydrated. The air conditioner also can cause some effect to the user when use it for a long time. Thus, the improvement should be made in order to satisfy the customer to use the air conditioner for a long time without much trouble.

## **2.0 COMPANY INFORMATION**

### **2.1 Background of company**

Panasonic Manufacturing Malaysia Berhad is a company engaged in the business of sales, service and marketing for the Panasonic brand of electronic consumer and business solution. It has a long-standing presence for more than 30 years since it was first established. Panasonic Manufacturing Malaysia Berhad located at Lot 10, Jalan 13/2, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Before Panasonic name it has another name, which is Matsushita sales & service Sdn Bhd (MASCO) that established on 29 March 1976. MASCO then renamed to National Panasonic Malaysia Sdn Bhd in 1992. As a global brand unification movement of Panasonic, NPM was officially called Panasonic Malaysia Sdn Bhd (PM) from 1 October 2003.

### **2.2 Organizational structure**

Panasonic Manufacturing Malaysia Berhad have around 2, 137 workers. The chairman of Panasonic Manufacturing Malaysia Bhd was Tan Sri Asmat bin Kamaludin and the managing director was Toyokatsu Okamoto. Panasonic use divisional or multidivisional structure for their business.

### **2.3 Products/Services**

- TV & AV
- Home Appliance
- Beauty & health care
- Camera & camcorder
- Phone, fax & video Intercom
- Battery & torchlight

### **2.4 Business, marketing, operational strategy**

All the Panasonic product being sold at their branch and also in online store.