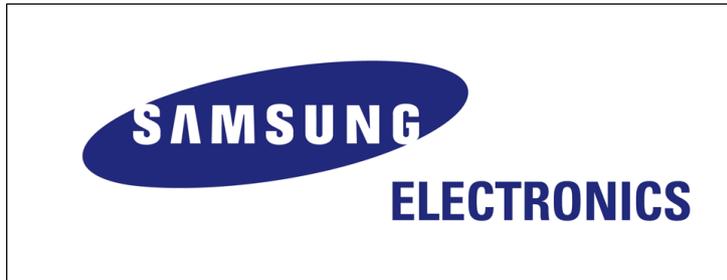




اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SAMSUNG ELECTRONICS CO., LTD.

CASE STUDY: TECHNOLOGY ENTREPRENEURSHIP (ENT600)

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES & BACHELOR OF SCIENCE(HONS)
MANAGEMENT MATHEMATICS (HONS.) (CS248)

SEMESTER : PART 6 / RCS2406A

PROJECT TITLE : SAMSUNG SIDE BY SIDE REFRIGERATOR WITH FAMILY
HUB

STUDENT NAME : AZHANI BINTI ZULKAPLI
(2018680298)

LECTURER'S NAME : DR. NURSYAMILAH BINTI ANNUAR

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EXECUTIVE SUMMARY

As a student, study in subject Technology Entrepreneurship is memorable to experience a case study to apply technology solution for actual business activity. To complete this case study report, I need to do some research about Samsung Company which is one of the top brands for smart household appliances. This case study presents an overview of smart refrigerator which is Side by side Samsung product and displays the problem statement and solution for the problem of this case study. A smart fridge which include other appliances such as touch screen, water dispenser and ice maker. These products designed special for family hub where it provides a fun way to share messages, photos, videos, information and schedules by using control smart devices. Besides that, the purpose of the study to collect information about the company and product that have been chosen and to identify the strength and weaknesses of the product. After handle of SWOT analysis, I figured out the strengths and weaknesses that a company use in its market. From the strengths that company have actually can close up the weakness if the company want to provide the products. Also, the company need to be aware of the opportunity that can be a threat to their product, but every threat is an opportunity to learn. One of the advantages product is it can generate menu that we can cook from the items available in our fridge which the menu will be displayed on the touch screen at the fridge door and many more. To summarize, we need to improve the products to make the products more advance, so it will give the users more convenience with this innovation.

2.3 Product and Services

The product that has been chose from Samsung Electronics Co., Ltd. is Side by Side Refrigerator with Family Hub 628L. Side by Side Refrigerator designed with two doors and above are suitable for family hub where it can make as food management, family communication, entertainment and connected living. The fridge has decorated with the simple design with the combination of the great function. Side by side fridge has space max technology which is large capacity to store more food. Also, the system of fridge is all around cooling technology which means it evenly cooling from corner to corner and can keep food fresher and longer. The view from inside and outside has been shown below in Figure 3.



Figure 3: Side by Side Refrigerators with Family Hub

The specifications of The Samsung Side by Side Refrigerator with Family Hub as shown on Table 2 below:

Table 2: Specification of Side by Side Fridge

Specifications	Samsung Side by Side with Family Hub
Model	RS62T5F04B4 / ME
Gross Capacity	Total : 661 L Refrigerator : 401 L Freezer : 260 L
Net Capacity	Total : 628 L Refrigerator : 399 L Freezer : 229 L
Cooling Technology	Mono Cooling
Compressor	Digital Inverter