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PENSONIC
Your Enjoyment

COMPANY ANALYSIS

PENSONIC HOLDING BERHAD

**TECHNOLOGY ENTREPRENEURSHIP (ENT600):
CASE STUDY**

**FACULTY & PROGRAMME: FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES (CS 248)**

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EXECUTIVE SUMMARY

This case study looks at how a business went about designing, manufacturing, and marketing its goods. Pensonic Holding Berhad, a local brand of home electrical appliances, was the company I wanted to investigate. Pensonic DC Pump Water Heater, one of Pensonic's shower devices, is one of the products that drew my attention and prompted me to learn more. Even though the shower is of decent quality, certain flaws need to be addressed in light of recent technological advancements. As we know, wastage of water often occurs during the bathing process. The use of a shower is also one of the causes of water wastage. To prevent this situation, the company needs to produce a more advanced shower that may well resolve it. With the added digital temperature and water flow control, it can surely help the user reduce the wastage of water.

2.3 Products

Panasonic makes a variety of showers, and the Panasonic DC Pump Water Heater was selected for this case study. This product had a basic design, but it was of good quality. This shower is also reasonably priced in comparison to its efficiency. Figure 3 shows the Panasonic DC Pump Water Heater.



Figure 3: Panasonic DC Pump Water Heater

Specifications of Panasonic DC Pump Water Heater:

- With DC silent pump
- Mesh filter
- Double safety protection
- Five spray pattern hand showers
- Variable temperature control
- Suitable for high and low water pressure
- 3-in-1 stop valve
- Splash-proof protection