



# COMPANY ANALYSIS

Anker Innovation Technology Co., Ltd

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

**FACULTY & PROGRAMME** : FSKM/CS240

**SEMESTER** : PART 6 (GROUP A)

**PROJECT TITLE** : ROBOT VACUUM

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## **EXECUTIVE SUMMARY**

Anker Innovation company is a company that manufactures electronic products. There are many brands and products under this company. It is mostly charging, audio, and smart innovation series are part of its offerings. In this study, we focus on home appliance's product which is robot vacuum cleaner called RoboVac 30 under Eufy brand. Eufy is one of the part of Anker Innovation, most leading and trusted consumer electronics. RoboVac 30 is one of the best robot vacuum cleaner and it also have its problems. There are a few problem statement that explained in this report, firstly, it is about the shape and the height of the device not adjustable. Secondly, the device does not have self-emptying dustbin. Thirdly, the device cannot climb the staircase. Lastly, it does not have sensor to detect the dirt. However, the main purpose of this study is to renovate a product that can help user who are busy with their works or busy doing another house chores. So that, they can save their time to clean the entire house. Other than that, all the problem can be solve by implementing sensor technology such as dirt detection sensor and staircase sensor. This device also can come out together with self-emptying dustbin so that it easy for user to clean the dirt. By having adjustable height for the device also can increase the effectiveness of the RoboVac 30. However, a company need to manufacture a good quality of product with affordable price so that they can fulfil customer's satisfaction.

Saudi Arabia, and Romania. Besides that, in 2015, Anker was appointed the leading brand of smartphone chargers on Amazon.com.

## 2.2 Organizational structure

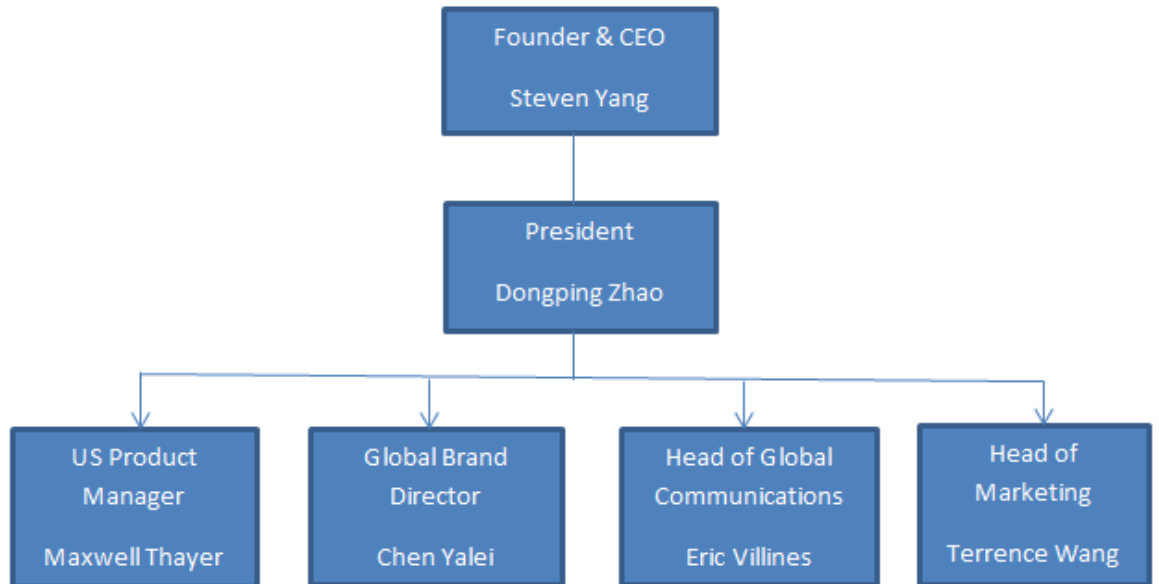


Figure 1: Anker's Organizational structure

## 2.3 Products/Services

There are many brands and products that launched by Anker Innovation which are:

- Anker – USB, power bank, charging cords, wall adapters, and power strips



PowerCore 26800

Figure 2: Anker's product