



اُنِيْوَرْسِيْطِيْ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ASUS**

**COMPANY ANALYSIS**

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

**PROGRAMME:** BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS

**GROUP:** RCS2406A

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# TABLE OF CONTENT

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	<b>1</b>
<b>TABLE OF CONTENT</b>	<b>2</b>
<b>EXECUTIVE SUMMARY</b>	<b>3</b>
<b>1.0 INTRODUCTION</b>	
1.1 Background of Study	<b>4</b>
1.2 Problem Statement	<b>4</b>
1.3 Purpose of Study	<b>4</b>
<b>2.0 COMPANY INFORMATION</b>	
2.1 Background Company	<b>5</b>
2.2 Organizational Structure	<b>5</b>
2.3 Product/Services	<b>7</b>
2.4 Business, Marketing, Operating Strategy	<b>9</b>
<b>3.0 COMPANY ANALYSIS</b>	
3.1 SWOT	<b>10</b>
<b>4.0 FINDINGS AND DISCUSSION</b>	
4.1 Findings	<b>11</b>
4.2 Discussion	<b>11</b>
<b>5.0 CONCLUSION</b>	<b>12</b>
<b>6.0 REFERENCES</b>	<b>13</b>

## **EXECUTIVE SUMMARY**

I was able to determine the strengths and limitations of the company's footholds by the use of SWOT analysis. Once I've looked over the strengths and weaknesses, I'll be able to draw on the strengths and focus on the weaknesses in order to turn them into leverage in the future. Based on the findings, I can deduce that the defects in the product are related to the problems and issues that occur. Even if the product we want to create has shortcomings and disadvantages, it is normal for modern products to evolve with new technology. The distinction between opportunity and danger is blurry since some opportunities may pose a threat, but every threat presents an opportunity to learn something new. If I am to succeed in business, I must always be careful and take calculated risks. Using those words as a metaphor, technological advancement or enhancement is often a risky step, but it can be mitigated with a detailed demand and product or service review.



**Figure 2.4:** CO-CEO.

The **Figure 2.4** shows CO-CEO. His name is S. Y. Hsu. He joined ASUS in 1993 as Senior Manager of Motherboard Unit. After that, he served as Vice President of the Eee Systems Business Unit, VP of the Notebook Business Unit, COO, and VP of the Personal Computer Business Unit.

### 2.3 Products/Services

The ASUS products including motherboards, notebook, 3G flip phone, gaming desktop, gaming keyboards and many more.

The **Table 2.1** shows some of the ASUS product and year of launching. In 1989 – 1995, the company focus to produce motherboards. In 1996, ASUS begins trading as a public company on the Taiwan Stock Exchange.

**Table 2.1:** ASUS product.

Year	Product
1989	Cache386/33 and 486/25 motherboards
1993	Launch an advanced Intel Pentium (586) motherboard
1997	Launch the first notebook – ASUS P6300
2003	Launch first ASUS 3G flip phone – J100
2007	Launch first gaming notebook – ASUS G1 and G2
2011	Launch first gaming desktop – ROG CG8565
2014	Launch first mechanical gaming keyboard – ROG Claymore
2019	Launch the first gaming laptops available with HDR displays – ROG Zephyrus S GX531 and GX701 special editions.