



اَوْنُوْزِيسِيْتِي تِيكُونُو لُوْكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SwitchBot

COMPANY ANALYSIS

SwitchBot

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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| FACULTY & PROGRAMME | : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES (BACHELOR IN INFORMATION TECHNOLOGY (HONS)) |
| SEMESTER | : 5 |
| PROJECT TITLE | : SWITCHBOT STORE Case Study |
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ACKNOWLEDGEMENT

This assignment's completion brings us great joy. We are grateful to Dr Nursyamilah Annuar, ENT 600 Lecturer, UiTM Arau Cawangan Perlis, for providing us with a successful assignment guideline during various consultations. In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. Many people, especially our classmates and team members, have offered insightful comments on this proposal, inspiring us to strengthen our work. We appreciate everyone's assistance in completing our assignment, both directly and indirectly.

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EXECUTIVE SUMMARY

This is an effort to understand how ideas can be put into practise. Every student at UiTM Arau Cawangan Perlis is required to complete a case study project as part of their studies. As a result, we had the opportunity to study a business called SwitchBot the smart curtain, which is actually headquartered in the United States. The company's general information was gathered in the first section of the project report. Main and secondary sources are both used to collect information. The advanced topic analysis is found in the second section of the article. Objective of the project is to work on the background, organizational structure, products and services that SwitchBot provides. Last but not least, we look at the company's financial successes, both in terms of how they handle their finances and the results of their financial management.

Goals describe what a company needs to accomplish. A strategy is a course of action for achieving a set of objectives. Every company must devise a plan for achieving its objectives, which includes a marketing strategy as well as successful management. In this case study, we used SWOT analysis to examine the company's strengths, limitations, opportunities, and risks in the real world.

2.2 Organizational Structure

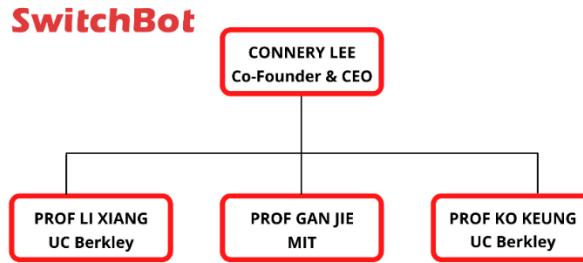

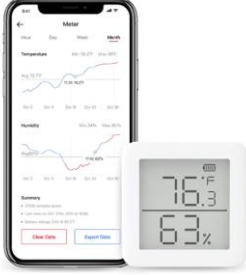



Figure 3: The organizational structure (LeanShelf, 2020)

2.3 Products/Services

| | |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Figure 4: Smart Ultrasonic Humidifier</p> | <p><u>SwitchBot Wi-Fi Smart Ultrasonic Humidifier</u> Product Dimensions: 7.87 x 14.41 x 7.87 inches Product Weight: 2.95 pounds Item Model Number: W0801800 Type: Ultrasonic Cool Mist Tank Capacity: 3.5 Liters</p> |
|  <p>Figure 5: Smart Hygrometer Thermometer</p> | <p><u>SwitchBot Smart Hygrometer Thermometer</u> Product Dimensions: 4.33 x 1.18 x 3.35 inches Product Weight: 2.82 pounds Item Model Number: SwitchBot MeterTH S1 Bluetooth Range: 12m/394 feet line of sight under ideal with no obstructions. Resolution: 0.1°C/0.1°F, 1%RH</p> |
|  <p>Figure 6: Smart Switch Button Pusher</p> | <p><u>SwitchBot Smart Switch Button Pusher</u> Controller Type: Amazon Alexa, Google Assistant, IFTT, Homekit Item Weight: 1.38 pounds Item Model Number: Switchbot S1 Operation Mode: ON-OFF-ON Switch Type: Rocker Switch, Toggle Switch Voltage: 3 volts</p> |