



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUJIFILM

FUJIFILM Business Innovation Corp.

COMPANY ANALYSIS

FUJIFILM Holdings Corporation

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (AP220)

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EXECUTIVE SUMMARY

This report covers the Technology Entrepreneurship that had been carried out 5 weeks that show a whole part from company background until its products. This project related to the existing product from the chosen company which is Fujifilm Holdings Corporation. The aim of this project is to identify, determine and analyse the weakness of the product to make an improvise about it. In other word, make an existing product become more functionable and more attractive. For this company, there have five types of products such as digital cameras, film & cameras, instant photo system, binoculars and skincare. This project chooses only one from the listed product which is instant photo system. However, instant photo system has many products and the chosen product is Instax Mini 40. My company, In-Pro Enterprise will be making an enhancement about quality of this product. To making an enhancement and improvise for this product, conduct a SWOT is a must. SWOT is abbreviated from the word Strengths, Weakness, Opportunities and Threats. The purpose of SWOT is identified and determine their benefits and deficiency to create a more quality product. Lastly, recommendation about this product is an opinion and suggestion to improvise a product. The new product that will be creating from In-Pro Enterprise is Smart Mini Pro. Smart Mini Pro is create to be more functionable than this existing product. These recommendations should be done based on the weakness of the product. So, the product will be a quality product after follow recommendation given to be served to their customer in order to growth their business and achieve all their aim and target.

2.3 Product

There have five type of consumer products provided by Fujifilm Holdings Corporation such as digital cameras, film & cameras, instant photo system, binoculars and skincare.

Table 1: Types of Digital Cameras Provided by Fujifilm Holdings Corporation

Types of Digital Cameras	Specifications
 <p data-bbox="300 898 480 931">Fujifilm X-T4</p>	<ul style="list-style-type: none"> ○ Durability: <ul style="list-style-type: none"> - All-new fixed-axis 6.5-stop* in-body image stabilization (IBIS) mechanism - A new large-capacity battery (can extended hours of shooting) - Dust- and moisture-resistant, - Capable of working at temperatures as low as minus 10 degrees Celsius ○ Video: <ul style="list-style-type: none"> - Full HD 240P High-speed recording - A maximum of 10x slow motion effect - The X-T4 features digital image stabilizer (DIS) - IS (Image Stabilization) Boost mode. - Video shooting without the need of a gimbal or other third-party accessories. ○ Performance: <ul style="list-style-type: none"> - Works as fast as 0.02 seconds - A burst shooting mode of up to 15 frames per second
 <p data-bbox="284 1906 504 1939">Fujifilm X-T200</p>	<ul style="list-style-type: none"> ○ Highly accurate face and eye detection algorithm ○ Great low-light performance ○ Operation: <ul style="list-style-type: none"> - Aspect Ratio widescreen LCD touch-screen that can be opened and closed (from 0 to 180 degrees and rotated between -90 to +180 degrees)