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COMPANY ANALYSIS

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TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : ARCHITECTURE, PLANNING AND SURVEYING (AP220)
SEMESTER : EIGHT (8)
PROJECT TITLE : WIRELESS MINI PROJECTOR
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EXECUTIVE SUMMARY

Epson Corporation is a company that around the world is selling a printer, projector, robot, glasses and so on. They also have a branch in Malaysia. This company analysis is focussing on the projector produce by Epson Corporation. Epson Corporation to be investigated, identified and analyzed along with their current problems and come out with solutions.

The general information of the company was collected in the first part of the project report. Information is also collected from primary and secondary sources. The specialized subject study is included in the second part of the report. The project is aimed at working on the background, organizational structure, products and services offered by Epson Corporation.

We then study Epson Corporation, which is essentially a standard technology for the production of the projector. Besides, we learn about the company's marketing and operational strategy to promote its products. Next, we research the company's financial achievements regarding how they manage their finances as well as achievements gain from the financial management.

In this case study, we learn new things which are performing a SWOT analysis. In SWOT analysis, we need to analyze the strength, weaknesses, opportunities and threats of this company. We thus analyze and find a solution to address and meet the needs based on the demands of the existing consumers of this company. After that, we need to list the findings and the solution of those findings of the product that we choose. Also, we need to provide the recommendation and improvement of the same product as we choose based on our ideas to make the product give an advantage to the user.

2.3 PRODUCTS/SERVICES

Epson offers a range of products and services like printers, scanners, projectors, 3D glasses and ink consumables to meet the needs of the variety of industries in the 21st century this day. Throughout the establishment of Epson itself, Epson gives inflated services in producing their products. The listed below only focusing on projectors.

2.3.1 Products

i. VPJ-700

VPJ-700 is the first Epson brand projector that was released to the market in 1989. This product is the world's first compact and full-color liquid crystal video projector.

Specifications

- Used a liquid crystal panel instead of the traditional cathode-ray tube to present a picture, thus showing the world a new application for liquid crystal displays
- Weight - approximately 7.6kg
- Projection range - size up to 100 inches



Figure 2: VPJ-700

ii. ELP-3000

Specifications

- VGA Conference Room Projector
- Color Brightness – can display 250 Lumens at its brightest setting
- Resolution of 640x480
- Display Type – 3cm 3LCD chips
- Lamp Type – 150W Metal Halide bulb
- Lamp Life – 600 hours
- Also marketed as the Boxlight 3080
- Weight - approximately 7.7kg
- Image size – 53cm – 762 cm
- Internal Speakers – 1.0 Watts x 2
- Has been discontinued.



Figure 3: ELP-3000