



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**tweedz**<sup>TM</sup>  
braided headphones

## COMPANY ANALYSIS

### TWEEDZ TM BRAIDED HEADPHONES

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

**FACULTY : FACULTY OF ARCHITECTURE, PLANNING & SURVEYING**

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## EXECUTIVE SUMMARY

Tweedz company is a consumer electronic company that produces earphones with 100 percent nylon braided wires. This report would briefly explain the SWOT analysis made on the wireless earbud products produced by Tweedz company. This analysis focuses on the major problems faced by the company and solutions for the problems then are proposed in this report.

There are three major problems identified through the SWOT analysis which are the implementation of older versions of Bluetooth, non-resistance material of earbuds lanyard and USB cable charger. In order to meet the requirements of modern technology, the implementation of the latest version of Bluetooth is important so that there is compatibility for the earbuds to connect with other devices. Due to the older version of Bluetooth, the connection may be slow and only able for short range. As for the lanyard of earbuds, it is important to have a moisture resistance in order to ensure the product is built to last. Nowadays wireless technology tends to be another option for the user since it is convenient to use compared to the electronic devices that required cables and wires for charging and even listening to music. Therefore, it seems to be out of date to use USB cables for charging.

A better idea for solutions of the problems faced by the company also were proposed in this report where the latest version of Bluetooth which is Bluetooth 5 could be implemented. It is required since it consumes less power and allows the earbuds to have more battery life. Moreover, it is unnecessary for wireless earbuds to have lanyard if the products are perfectly fit to the ear of the user. The company also shall come up with a better option of wireless charging since the innovation of wireless technologies has been growth in the market. This improvement could increase the demands of Tweedz company's product from the user.

## 2.2 Products / Services

Type of product / services	Classification of product / services	Description
 <p data-bbox="327 1055 571 1086">Bluetooth Earbuds</p>	<ul data-bbox="730 674 963 958" style="list-style-type: none"> <li>• Tweedz sport Bluetooth earbuds (Grey)</li> <li>• Tweedz sport Bluetooth earbuds (Blue)</li> </ul>	<p data-bbox="1002 416 1390 1151">These products were design with runner’s earhook to keep the wireless earbuds from falling out and gave comfortability to the user during the use of earbuds. This product came with two different colors which is grey and blue. It is portable for travel and outdoor activities. It connects with the device up to 30 feet through Bluetooth 4.2. This product use voice control to control the devices from the mic button.</p> <p data-bbox="1002 1227 1390 1962">Although it works as a wireless product, these earbuds also had braided nylon wires lanyard that connect a pair of earbuds to allow the user rest it around neck when not in use and also avoid the earbuds from missing. This product has a broad compatibility with different devices generation and operating system such as galaxy and iPhone devices. It has standby time up to 120 hours with 2 hours</p>