



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

GARMIN LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Fazrul Redha Bin Adnan

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	1
1. INTRODUCTION	
1.1. Background of The Study	2
1.2. Problem Statement	3
1.3. Purpose of The Study	3
2. COMPANY INFORMATION	
2.1. Background	4
2.2. Organizational Structure	6
2.3. Products / Services	7
2.4. Business, Marketing, Operational Strategy	10
3. COMPANY ANALYSIS	
3.1. SWOT	13
4. FINDINGS AND DISCUSSION	
4.1. Findings	16
4.2. Discussion	17
5. RECOMMENDATION AND IMPROVEMENT	18
6. CONCLUSION	19
7. REFERENCES	20
8. APPENDICES	21

EXECUTIVE SUMMARY

This case study was done to fulfil the requirement of Technology of Entrepreneurship (ENT600) subject, learn and understand what business is, identify the company's problems and how to overcome the problems faced by the company by using SWOT analysis as what we have learnt.

The company chosen are Garmin Ltd. Garmin is a company that focuses on GPS based technology, which encompasses sports, aviation, outdoor, and automotive activities. The company aims to provide superior technology and prides itself on innovative, user-friendly products that enhance the lives of its customers. It is a leader regarding GPS navigation systems aimed at those who lead an active lifestyle. In 2015, Garmin won five NMEA (National Marine Electronics Association) awards including manufacturer of the year. The awards spanned four categories: autopilot, multi-function display, mobile application, and aid to navigation. Garmin has more than 11,000 associates and employees, who span a multitude of countries, making them a worldwide brand. In 2015, the company generated \$2.82 billion in revenue with a book share value of \$17.50 per share. Garmin's mission includes social responsibility, including holding their suppliers accountable for upholding human rights. The foundation of Garmin's culture is honesty, integrity, and respect.

From my point of view and observation, I have found out that the problems for Garmin Forerunner 245 are, products are not readily available, competition between the new and existing seller, difficulty in leaving a good impression, not support many other sports compare to competitor product, lack of barometric altimeter, does not have a multisport mode, which means that it's difficult to use in a triathlon, and many more leading to sales decline.

After some discussion, some solutions were suggested to Garmin Ltd, for example, the use of marketing to attract customer, the use of technology to support other sports, changes in design and some innovation to distinguish Garmin from another brand, these solutions were introduced by considering the advantages and disadvantages of each solution.

2.3 Products / Services

Table 2.1 Product / Service Provided by Garmin Ltd.

TYPE OF PRODUCT / SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTION
 <p>Garmin Forerunner 245</p>	<ul style="list-style-type: none"> • Wellness and Advanced Sleep Monitoring • Stay Connected on the Run 	<ul style="list-style-type: none"> • Wrist-based sensor estimates body's blood oxygen saturation, which can help gauge how body is absorbing oxygen especially while sleep. • Once paired with compatible smartphone, be able to receive text messages and see social media updates, emails and more.