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TEKNOLOGI
MARA



TECHNOLOGY
ENTREPRENEURSHIP
(ENT600)
CASE STUDY

COMPANY ANALYSIS
NIKON INC.

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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EXECUTIVE SUMMARY

In this cases study, an opportunity to learned about a company that produced the similar product that I wanted to create which is like Nikon. The project aim is to highlight on the context which is the main issues problems, the solutions and some related theories. Firstly, a study was done about the Nikon camera technology where it is a basically a standard technology used by the camera sector as well as the, business, company's industry, and for the marketing strategy that promote their products. The solution to the problem with findings and discussion of the business as well as financial management accomplishment were also been studied.

The first problem regarding their product is about their camera AF performance. The Z 7's autofocus algorithms is just not on the par with those of Nikon DSLRs. Focus in not as decisive but with the camera sometimes hunting in the wrong direction which is long enough that the users may better of simply re-initiating the AF. Meanwhile, the Auto Area AF with the face detection does not always get the right subject and it often mistaken on non-human objects as faces. As for the next problem is that their product is bad in terms of low light AF sensitivity. The Z &'s AF system begins to struggle in a low light environment. It is considerably lacking comparing to the immediate mirrorless peers. In fact, the Z 7 begins to hunt in light levels two of four stops brighter than comparable cameras from other brands.

Aside from that, there are few solutions to that problems which is equip the camera with the 3D Tracking Mode. This way the camera can activate as many focus points as needed and it will have a special scene-recognition system that can track subject's movements more precisely. The next solution is by create a proper flashgun based on the AF assist system. It will make the camera easily to retain the AF performance with les maintenance and advantage in the number of points.

2.3 Product

The Nikon brand name is famous worldwide and trusted. So, here is one of the product:

- ✓ Photography Camera

Canon's Mirrorless (Z 7):



(Z 7 tech specs)

- Digital camera with support for interchangeable lenses
- Sensor size about 35.9 mm x 23.9 mm
- Active D-lighting that can be selected from Auto, Extra high, High, Normal, Low, or off
- RM9,0990.00