



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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SAMSUNG

PRODUCT ANALYSIS

SAMSUNG GALAXY SMARTWATCH

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EXECUTIVE SUMMARY

Samsung Galaxy smartwatch is a wearable computer in the form of watch. In this product analysis, it is focussing on investigate, identified and analysed the strength and weakness of the Samsung smartwatch along with its solutions.

The first issue with the product is low battery capacities. As we all know, battery capacity refers to how much energy is stored in the battery. This requires the user to recharge the battery several times and wait a long time for it to fully charge. The second issue is low accuracy. Low accuracy is caused by systematic errors, which are errors that occur in the same way each time the measurement is taken (reading). The phase shift between the voltage and the current also affects the accuracy since the power equals voltage multiplied by current multiplied by the cosine of the phase angle.

Furthermore, there are a few alternatives to this issue mainly by using innovative solutions such as battery with more power, invention, research and development and changing their substances. Until placing the goods on the market, the next solutions are inspections and stringent quality checks. Inspection should be scheduled for maintenance and replacement of machinery and materials at least once a month. The workers who have been recruited must also be competent to ensure that only suitable products are delivered to consumers, without flaws.

1. INTRODUCTION

1.1 Background of The Study

Electronics is the study of the emission, flow, and regulation of electrons in vacuum and matter. It includes mechanics, chemistry, electronics, and applications. It utilizes active devices to monitor electron flow by amplification and correction, which differentiates it from conventional electrical engineering, with passive effects, including resistance, capacities and inductivity, for controlling current flow. Electronics has had a major effect on the development of modern society. Data processing, telecommunication, and signal processing all use electronics. Digital information retrieval is possible thanks to mobile devices' abilities to function as switches. Circuit boards, electronics packaging technology, and other types of connectivity networks complete circuit circuitry and convert mixed electronic parts into a standard working system, referred to as an electronic system, examples include smartwatch and computer. A smartwatch is a handheld device in the form of a watch; today's smartwatches are

3.PRODUCT ANALYSIS

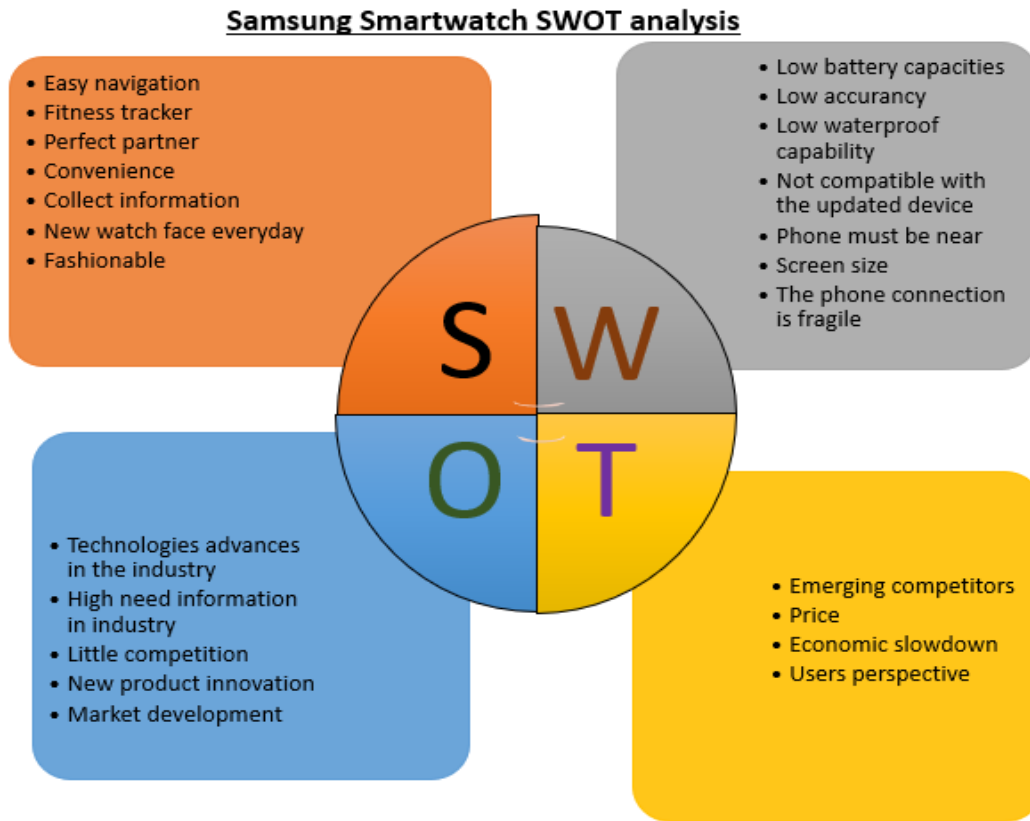


Figure 3.1 Samsung smartwatch analysis

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a method for evaluating a company or products competitive role and designing a strategic strategy. The SWOT model is used to analyze both internal and external factors, as well as present and future opportunities. It offers a realistic, fact-based, data-driven evaluation of the strengths and limitations of an agency, strategy, or sector. Samsung, for example, would ensure that the analysis was accurate by avoiding preconceived biases or gray fields and concentrating only on real-world scenarios. It should be seen as a checklist rather than a prescription. After selecting Samsung smartwatch for the analysis of the business study as my topic, I identified the company's SWOT analysis and found the following results.

3.1 Strength

A smartwatch is a watch computer that can be worn on the wrist. Modern smartwatches have a local touchscreen interface for daily use, as well as a smartphone app for administration and telemetry. Smartwatches have more general capabilities, such as smartphone apps, a mobile operating system, and WiFi/Bluetooth networking, than early versions, which can perform