# COMPANY ANALYSIS
# Qualcomm Incorporated

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

**FACULTY** : **FACULTY OF APPLIED SCIENCE**

**PROGRAMME** : **BACHELOR OF SCIENCE (HONS.) MARINE Technology**

**SEMESTER** : **4**

**PROJECT TITLE** : **MOBILE PROCESSOR COOLING SYSTEM**

**NAME** : **AMIR HAKIM BIN MOHAMED ISMAYATIM**

**LECTURER** : **DR. SHAFIQ SHAHRUDDIN**

**Table of Content**

**ACKNOWLEDGEMENT**

In the name of Allah SWT, the most compassionate and the merciful. I am grateful to Almighty Allah SWT for giving me strength, patience, and willingness to complete this case study despite in this pandemic due to Covid-19.

The person who is responsible for this case study is Dr. Shafiq Shahruddin, a lecturer in subject Technology Entrepreneurship (ENT 600) who willing to teach, advise, and correcting us in order to complete this written report perfect way. Without him, I will not be able to complete this case study in time. I really appreciate the effort and determination of him in order to guide us through the project.

Last, my family and friends also supported me through the time to complete this case study. Their encouragement and support shall I will not forget. Even during the pandemic, I am able to finish my written report despite a few restrictions such as not able to discuss with friends face to face and restriction movement order that limited my ability to do the research completely.

## EXECUTIVE SUMMARY

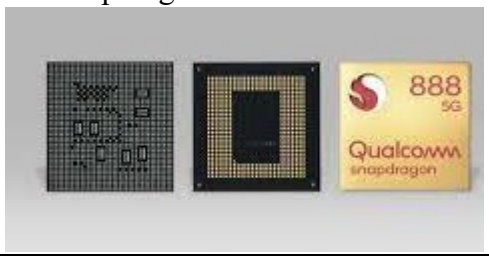
Qualcomm Incorporated operated as a multinational semiconductor and telecommunications equipment company. Semiconductors are components that conduct electricity in various types of electronic product. It is very essential materials in the telecommunication industry. In this project, the product focused is the mobile processor specifically the Snapdragon 8 series. The processor is the brain of your smartphone. It receives and executes every command, performing billions of calculations per second. The first processor in the series which is Snapdragon 800 was announced on January 8 2013. The mobile processor also face with overheating issue and the manufacturer must find a solution to overcome the issue. Current mobile processor is just processor without any cooling aid equipment attach to it. Usually, the smartphone company create a cooling system and install on the processor and this can risk the component of the processor during the installation process. As the company who manufacture the processor, it is wise to create a new type of processor with a built-in cooling system because the company know the strength and weakness of it products and can adjust their plan accordingly to the situation. This can reduce the risk and loss and maximize the profit of both manufacturer and client sides.

IV. Global Development Department

These departments coordinate the company's business operations worldwide and provide necessary resources to the production operations.

**2.3 Products/services**

Table 2.3.1 Product/services provided by the Qualcomm Incorporated.

| **Type of product/services** | **Example of products/services** | **Description** |
|---|---|---|
| Smartphone's processor | - Snapdragon 8 series for example: Snapdragon 888   | Qualcomm Snapdragon 8 series mobile platforms is a multi-core CPU that can enhance the possibilities of connected computing and represent the ultimate in power efficiency in 5G and 4G LTE connectivity. |
| | | |
| Extended reality (XR) platform | - Qualcomm Snapdragon XR1 AR Smart Viewer   | Smart Viewer is a type of augmented reality glasses that display digital information into your field of vision. This platform allows users to experience digital interaction in UltraHD 4k video at 30 frames per second. |
| Smartwatches | - Snapdragon Wear 4100+  | The Snapdragon Wear 4100+ is a next generation smartwatch platform with powerful processor and ultralow co-processor that can deliver super-fast performance and extended battery life. |
| Equipment management system | - GlobalTRACS Lite | An equipment management system that can provide operational and location information with management applications |