



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

COMPANY LOGO



SHENZHEN DOTOP ELECTRONICS CO., LTD.

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COMPANY ANALYSIS

NAME OF COMPANY: Shenzhen DUNTUO(Dotop) Electronics Co.,Ltd

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	FACULTY OF APPLIED SCIENCE BACHELOR OF MARINE TECHNOLOGY (Hons.)
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PROJECT TITLE	NEW AND IMPROVED EARBUDS FOR USERS
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I would also thank my friends, and family for their continual support in order for me to complete this work as best as I could.

Executive Summary

Every UiTM students who takes the Entrepreneurship course must do this case study. This assignment or project is a way to see how theories can be used in a physical, applicable manner. In this opportunity, I decided to research the Shenzhen DUNTUO (Dotop) Electronics Co., Ltd Company as they produces consumer electronic product such as Bluetooth speakers, wireless neckbands and True Wireless Stereo earbuds that I aim to produce as well.

In the first part of the project, using the internet, I collected information regarding the company's structure, their background, products that they manufacture along with the tactics they use.

In the second part of the project, I sieved through the information and their products detail, classifying them under strengths, weaknesses, opportunity and threats using the SWOT analysis method. Then, using all of these information, I figure out ways to innovate and solve the issues that are presented to the company. The ability to adapt and grow are essential for everything in this world, businesses and companies included.

2.2 Organizational Structure

No exact details are present in their homepage; however slides present in Slideshare do present the general structure of their organization.

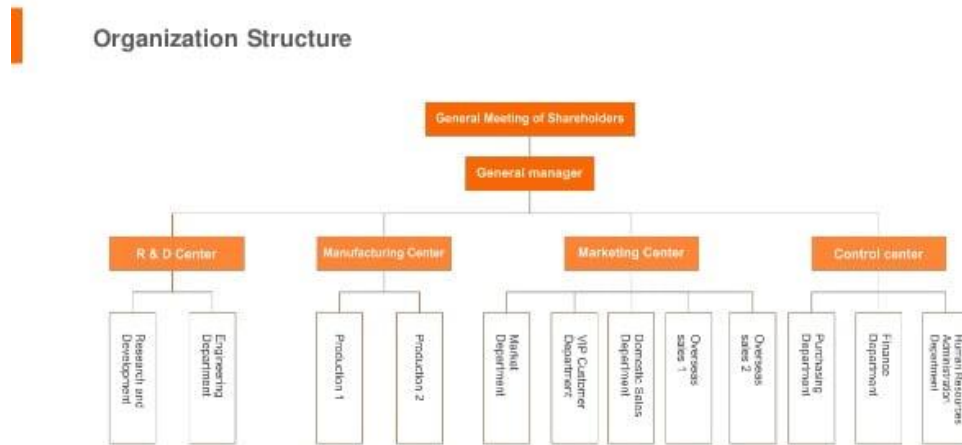


Figure 2.2: A tree map showing the structure of the organization. Taken from a slide in Slideshare

2.3 Product and Services

Shenzhen Dotop Electronics Co. LTD produces consumer electronic products, primarily TWS and Bluetooth Speaker. Here are some of the products that can be seen in their homepage

- **Bluetooth speakers**
 - A18 Support TF Card Fabric
 - K12 Adorable Mini
 - M5 wireless stereo
 - B900 wireless stereo