



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ  
UNIVERSITI  
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**ELECTRONICS**

## **COMPANY ANALYSIS**

# **Samsung Electronics (M) SDN BHD**

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

**FACULTY:** FACULTY OF APPLIED SCIENCES

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

**SEMESTER:** 4

**PROJECT TITLE:** SAMSUNG'S FAMILY HUB REFRIGIRATOR

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## **ACKNOWLEDGEMENT**

In the name of “Allah”, the most merciful and beneficent who gave me strength, patience and inspiration in order to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT600) subject. Upon completion of this case study written report, I would like to express my gratitude to many parties that had directly or indirectly helped me to fulfil this assignment.

A special thanks to my lecturer Dr. Shafiq Shahrudin for giving me abundance of advice, outstanding attitude, the guidance and patiently keep updating information from time to time on the changes of this subject during this online class and COVID-19 outbreak. Furthermore, I would like to convey my honour to Samsung Electronics (M) SDN BHD that provide me the opportunities to choose this company as my project.

Not forgotten, my beloved family, classmates and my idols for the inspiration and ongoing support, encouragement and helping me in finishing this case study assignment.

Nurul Ain Mawaddah Binti Jamahari

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## **EXECUTIVE SUMMARY**

Samsung Electronics (M) SDN BHD is an international brand company that established in Malaysia since 1989. In this company analysis, it is focusing on the Family Hub Smart Fridge that is produced by Samsung Electronics to be investigate, identified and analysed along with their current difficulties and come out with solutions.

Samsung Family Hub is an internet of Things-enabled refrigerator with a massive touch screen that brings refrigerators into the future. Acting as a giant tablet attached to your refrigerator door, it features a voice-controlled assistant named Bixby that recognizes individual voices and provides personalized information for each member of the family.

The first problem regarding their product is the fridge is lack of lighting. Lighting is one of the importance things that refrigerator should have. Without good and enough lighting make it hard to see what inside the fridge especially at night. As for the next problem, the fridge has very heavy door to open. These problems could be disadvantages for the oldster who had less energy compares to youngster when open the fridge door.

Aside from that, there are a few solutions to that problems primarily are do innovation, research and development. New alternative can be done such as placing the lighting on the strategic places that can light all the fridge. The next solution is, with new innovations using voice-controlled to open and closed the fridge as the automatic options aside from manual opening options.

## 2.2 Organizational Structure

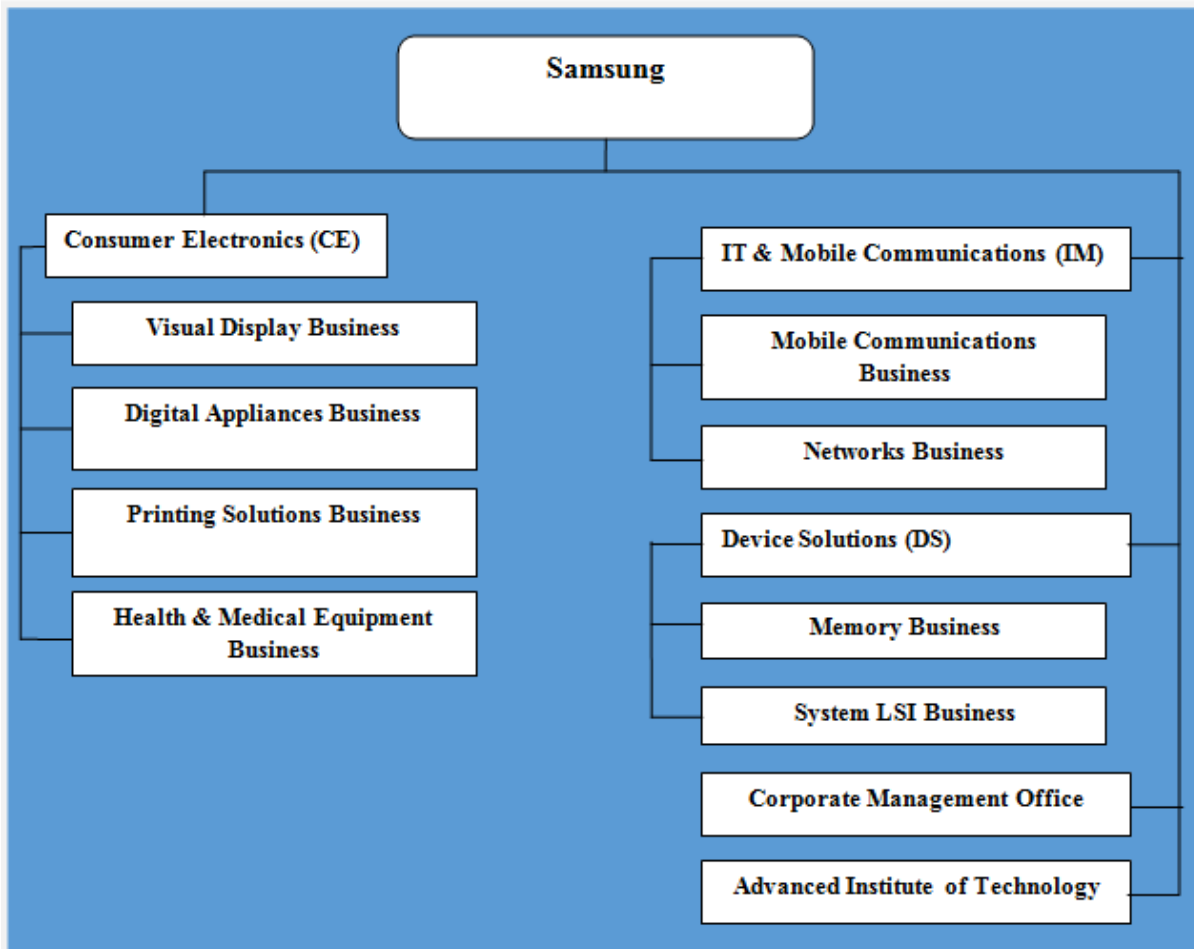



Figure 2.2.1: The Organizational Structure of Samsung Electronics SDN. BHD.

## 2.3 Products/Service

TYPE OF PRODUCTS / SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTIONS
	Side by Side with Flexzone,670L	<ul style="list-style-type: none"> <li>- SpaceMax Technology: Large capacity to store more food.</li> <li>- Flexibility (Flexzone): Pre-set 4 temperatures for easy convert from freezer to fridge, provides flexible storage upon your usage and needs.</li> <li>- Digital Inverter Technology (DIT): Long</li> </ul>