



Panasonic
ideas for life

COMPANY ANALYSIS

PANASONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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EXECUTIVE SUMMARY

Panasonic is a Japanese brand company which focusing on electrical and electronic product. In this company analysis, it is focussing on the garment steamer that is produced by the Panasonic manufacturing. We will identify the strength and weaknesses of the product, evaluate their opportunities and threats by using the SWOT analysis along with their current problems and come out with solutions. The first problem regarding the product is the shape is inconvenient. As we all know, people have always looked at the shape or design of a product before purchasing it. This is because it is for comfortable or it give convenience for them to use. As for the next problem is that their product is heavy. This garment steamer is heavy because of the water well at the base. As a result, this product is not ideal for travel because it is all assembled, with a water well at the base, a long metal rod extending above the base, and a flexible rubber tube with a wide nozzle. Aside from that, there a few solutions to that problems primarily are do innovation to the garment steamer such as make it as wireless steamer. This is because, people today prefer anything that is wireless because it is more convenient to use and can be used everywhere. The next solutions to do are make it as a handheld steamer with water tank attached to it. Aside from that, because it does not have rubber tube a rubber tube attached to it, it is small and easy to use in any way. All these solutions are considered to aid Panasonic company in producing high quality product for their customers to sustain their business growth, developments, and future achievements.

2.3 Products/ Services

Panasonic provide a wide variety of products, systems, and services, ranging from consumer electronics products to industrial devices, building products, and housing based on their innovative electronics technology. All the products are distributed and marketed under its brands. Panasonic's products are:

- Home Entertainment
 - Televisions
 - Accessories
 - Audio Speaker System
- Beauty Care
 - Female Grooming
 - Male Grooming
- Cameras & Camcorders
 - Camcorders
 - Camera
 - AVCCAM
 - Lenses
- Home Appliances
 - Microwave Ovens
 - Refrigerators
 - Small Appliances
 - Vacuum Cleaner
 - Washing Machine
 - Air Purifier
 - Water Purifier
- Air Conditioners
 - Splits AC
 - Window AC
- Others