



اَوْبُو سَيِّدِي تَيْكُو لَو كِي مَارَا
UNIVERSITI
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MARA



RAZER INC

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)
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EXECUTIVE SUMMARY

Razer makes gaming laptops, smartphones, and PC peripherals such as mice, audio players, keyboards, mouse mats, and game pads, many of which are aimed at gamers. Razer has also launched Razer Comms, a VOIP app. By market volume, the Razer DeathAdder gaming mouse is the company's most successful product. Approximately 5% of professional players use Razer mice. The majority of Razer brands are named for predatory or venomous species, such as snakes (mice), insects (mouse mats), arachnids (keyboards), marine creatures (audio), and felines (console peripherals). The Razer Blade laptops and Razer Edge are the only exceptions, since they are named after bladed objects.

In November 2017, Razer released the first gaming device, the Razer Phone, marking the company's first foray into the smartphone market. The Razer Inc. was also threatened by the ever-changing and unpredictable manufacturing costs. It means Razer will have to prepare for situations in which prices will skyrocket. Precautionary preparation causes production delays, which may damage Razer, Next, and the supply of alternative goods. Razer's desire to lift premiums is hampered by the availability of replacement options, as consumers can quickly turn to another good or service. This will have a major effect on Razer, as it will have to conquer this qualitative aspect.

2.3. Products/Services

 <p>CES</p>	<p>Razer has won the Best of CES for an unprecedented seven years in a row, including People’s Choice Award, Best PC, Best Gaming Device and Best Concept, among others</p>
 <p>KEYBOARD</p>	<p>Razer’s range of gaming keyboards have been receiving recognition from publications including numerous Editor’s Choice awards, Best Gaming Keyboard, Best Mechanical Keyboard and Best Keyboard for Gaming.</p>
 <p>SYSTEM</p>	<p>The Razer Blade family of gaming laptops and ultrabooks have been winning awards for innovation and quality, including Best Laptop, Best Innovation, Best Ultraportable Laptop and numerous Editor’s Choice Awards.</p>
 <p>MICE</p>	<p>Razer’s Mice have won numerous awards over the years from renowned publications including Best Wireless Gaming Mouse, Best Mouse for Gaming, Most Popular Mouse, Best Overall Mouse and numerous Editor’s Choice Awards.</p>
 <p>AUDIO</p>	<p>Razer’s audio products have been winning awards across the board, such as Best Gaming Headset, Best Soundbar for Gaming, Platinum Award for Speakers, Speaker of the Year, Top Headset and numerous Editor’s Choice Awards.</p>
 <p>GAMING LIFESTYLE</p>	<p>Razer’s Gaming lifestyle products such as the Leviathan Mini and The Nabu Smartband have won awards from prestigious tech publications such as Stuff Magazine, Engadget and Tweaktown.</p>