



اَوْنُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
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# Panasonic

## COMPANY ANALYSIS

### PANASONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF APPLIED SCIENCES
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## EXECUTIVE SUMMARY

Panasonic is often referred to electrical products that can be found in vary places. It is a well-known company that manufactured electrical products and services for wide range of spaces such as for the uses of home, office and even stores. This company analysis report are emphasis on cordless stick vacuum cleaner that were produced by Panasonic Corporation, in which it will be review, analyze and determine the product's flaws and come out with a better solution to the problem.

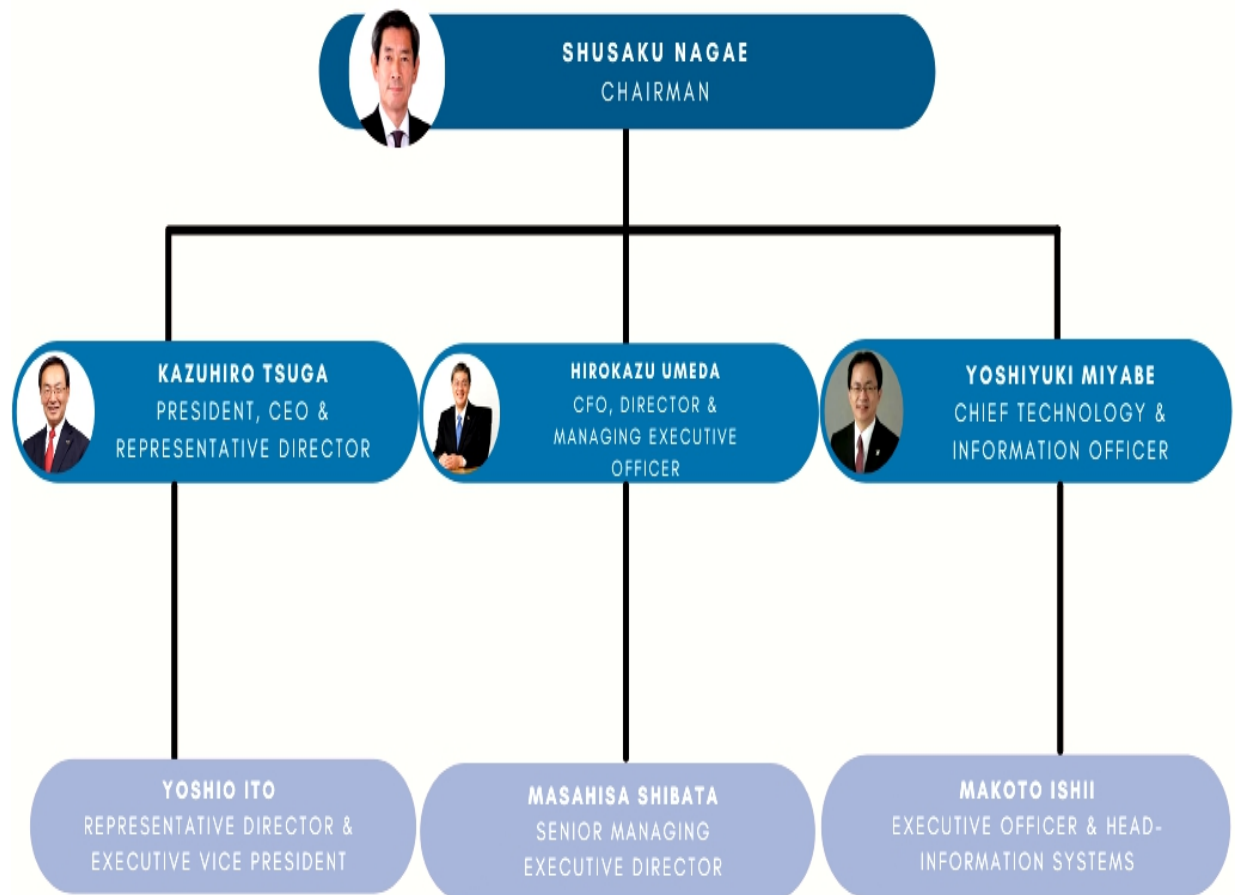
Even though their company is known for producing good products yet there are still some flaws that can be found by the users. The first problem that has been detected is regarding to their runtime. The stick vacuum cleaner has a short running time, the higher power is used, the shortest the running time will be. The second problem detected is the handling is quite heavy. Despite having a carry-able design which seems much more convenient for daily used, the heavy handling causing much trouble to their users as they need to hold the handling in order to use it. The third issue is regarding to the product is it has no extension rod. The length of the body's part of stick vacuum cleaner were designated with a single short-length rod.

Apart from that, there are several recommendations for resolving the issues raised in this case study report in greater depth, which consist of some research, analysis and discussion in resulting with a new innovation ideas. By using SWOT analysis method, the strength, weakness, opportunity as well as threat are able to distinguished in order to compose a firm strategy and planning to restructure the product and build a sturdy company.

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## 2.2. Organizational Structure



**Figure 2.4** The Organizational Structure of Panasonic Corporation

## 2.3. Products / Services

Panasonic Corporation offers multiple choices of cordless stick vacuum cleaners. They have design and manufactured varied model to local and overseas consumers. The table below depicts the variety model of cordless vacuum cleaners that were produced to match their customers' demand and their details description.