



COMPANY ANALYSIS

RS COMPONENTS

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : SCIENCE COMPUTER AND MATHEMATICS
PROGRAMME : BACHELOR OF SCIENCE (HONS.) MANAGEMENT
MATHEMATICS
SEMESTER : 6
PROJECT TITLE : DESK LAMP (RS Pro Ispot Leaf 6W LED Desk Lamp)
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Nur Aina Aqilah Binti Rosdi.

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EXECUTIVE SUMMARY

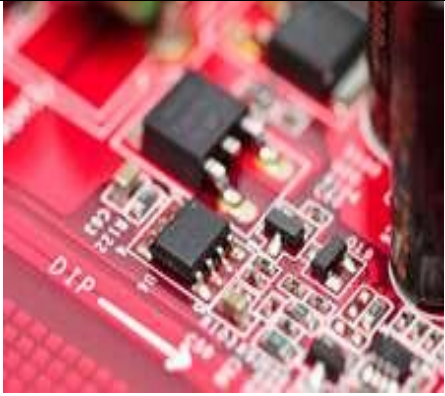

RS Components is a trading brand of Electrocomponents PLC. The company supplies industrial products, electronic components, electrical, automation and control, and test and measurement equipment; and engineering tools, and consumables via e-commerce, telephone, and RS Local stores. RS Components also produce their product such as desk lamps and other electric appliances. RS PRO ispot Leaf 6W LED Desk Lamp produced by RS Components to be investigated, identified, and analyzed along with their current problems and come out with solutions.

In this study, I focused on analyzing the product's SWOT, issues that occurred, discussion, conclusions, and recommendations. In this paper, I propose a new product desk lamp that, with the addition of a Passive Infrared (PIR) sensor, significantly reduces standby power.

2.3 Products/Services

RS Pro Components has five product categories that are designed to serve four distinct customer segments, and each has its distinct strategy. Semiconductors, interconnect, passives and electromechanical (IP&E), and automation and control (A&C) are aggressively promoted and serve as the Group's primary growth drivers.

RS Pro Components aim to defend and grow thier own electrical, test and measurement and tools and consumables categories, whilst focusing on return on stock.

TYPE OF PRODUCT	PRODUCT	DESCRIPTION
<p>Semiconductors</p>		<p>Semiconductors, such as microcontrollers, voltage regulators, transistors and diodes, are at the heart of any electronic device and the starting point of any new electronics design. This is why our customers need them and why we focus on providing a broad range of the latest, high quality components.</p>
<p>Interconnect, Passives and Electromechanical (IP&E)</p>		<p>Virtually all electronic and electrical systems require IP&E components, from resistors and switches to heavy duty connectors for industrial applications. Thanks to the strong relationships we have with our IP&E suppliers, we can offer our customers quick, easy access to a comprehensive range</p>