



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 600-Technology Entrepreneurship

Panasonic
ideas for life

CaseStudy: COMPANY ANALYSIS

Prepared by:

**FACULTY & PROGRAMME : SCIENCE APPLIED - BACHELOR OF SCIENCE
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SEMESTER : PART 4

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EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the same product that I want to develop, which is Panasonic, currently based in Malaysia.

In the first part of the project report, I able to collect general information of the company such as the background of the company, technology used and different kind of electronic household that the company manufactured.

In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

2.3 Products/Services

Panasonic makes and manufactures home appliance electronics items suitable for local and foreign residences. in addition, many types of advanced electronic equipment are sold as below.

➤ **TV and AV**

- Television
- Audio
- Blu-ray & dvd player
- Headphones



Figure 2.3.1 TV and AV

➤ **Air Solutions**

- Air Conditioner
- Air purifier
- Ceiling fan
- Ventilating fan
- Stand & table fan
- Wall & ceiling fan
- Air curtain
- Accessory



Figure 2.3.2 Air Solutions

➤ **Home Appliances**

- Refrigerator / Fridge
- Washers & Dryer
- Vacuum Cleaner
- Iron & Garment Steamer
- Home Shower
- Water Purifiers & Alkaline Ionizer
- Panasonic Lighting
- Bidet & Water Pump

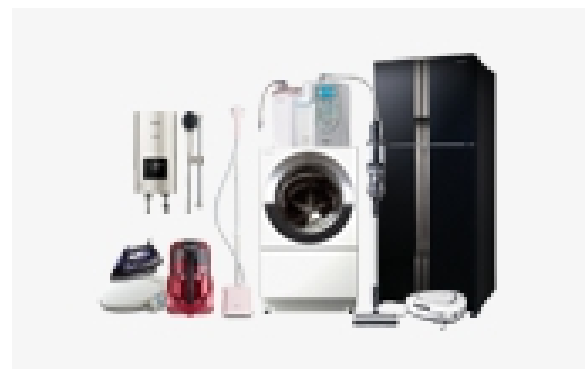


Figure 2.3.3 Home Appliances