



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
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PRODUCT ANALYSIS : AIRBOT HYPERSONIC VACUUM

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TABLE OF CONTENTS

CONTENTS

PAGES

ACKNOWLEDGEMENT.....	I
LIST OF FIGURES.....	III
EXECUTIVE SUMMARY.....	IV
1. INTRODUCTION.....	1
1.1 Background Of The Study	1
1.2 Purpose Of The Study.....	1
1.3 Problem Statement.....	2
2. COMPANY INFORMATION.....	3
2.1 Company Background.....	3
2.2 Organizational Structure.....	3
2.3 Products.....	4
2.4 Technology.....	8
2.5 Business, Marketing and Operational Strategy.....	8
2.5.1 Business Strategy.....	8
2.5.2 Marketing Strategy.....	9
2.5.3 Operational Strategy.....	11
3. SWOT PRODUCT ANALYSIS.....	12
3.1 Strength.....	12
3.2 Weakness.....	13
3.3 Opportunity.....	14
3.4 Threat.....	14
4. FINDINGS AND DISCUSSION.....	15
4.1 Findings.....	15
4.2 Discussion.....	16
5. RECOMMENDETION AND IMPROVEMENT.....	17
6. CONCLUSION.....	18
7. REFERENCES.....	19

EXECUTIVE SUMMARY




Airbot is a company from Singapore and they also has several branches all over the world which are located in United Kingdom, United State, Europe Union and Asia. Airbot products are mainly distributed in Singapore, China, Japan, Hong Kong, Japan, Malaysia and Thailand. Airbot focus on manufacturing high technology home appliances with affordable price. The most popular products from Airbot is their cordless vacuums cleaner. They have few models of cordless vacuum cleaner. The greatest innovation among the cordless vacuums is Airbot Hypersonics vacuum cleaner.

However, the Airbot Hypersonics vacuum also has its own weaknesses. As the users, I found few problems from Airbot Hypersonics vacuum which Airbot has to take into consideration. The major problem is Airbot Hypersonics takes a long time to fully recharge and has a short run time. This problem is strictly inconvenient for the users and may effect the interest of other customers who are willing to purchase Airbot Hypersonics vacuum. The second major problem is this cordless vacuum produces quite loud noises at the highest speed. The noises may disrupt the peace atmosphere and annoy people surround there where the vacuum is used.

Considering these problems, there are alternative solutions to overcome the weaknesses. Airbot should do further research and develop new innovation based on the problems point out from the users. I suggest that Airbot Hypersonics has swappable battery to avoid users from waiting for the vacuum to fully recharge and provide the vacuum with two batteries. Logically, it will enhance the run time of the vacuum cleaner twice. Moreover, Airbot Hypersonics should be equipped with sound insulators to decrease the loudness.

2.3 PRODUCTS

Table 2.1 Airbot's Products

CLASSIFICATION OF PRODUCT	TYPES OF PRODUCT	DESCRIPTION
Handheld Cordless Portable Vacuum	 <p>AIRBOT</p> <p>Airbot Hypersonics</p>	<p>Able to automatically sense dust density and smartly adjusts powers to allow optimum balance between battery life</p>
	 <p>AIRBOT</p> <p>Airbot Supersonics PRO</p>	<p>Vacuum cleaner with OLED display screen for easier and clearer monitoring of vacuum modes and battery levels. LED light for easier visibility under sofas and beds</p>
	 <p>AIRBOT</p> <p>Airbot Supersonics 2.0</p>	<p>Innovation from previous Supersonic model in order to enhance the performance for various types of floors such as wood, marble, laminate, vinyl, tile and etc.</p>