



COMPANY ANALYSIS

Belkin International

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE
PROGRAMME : BACHELOR OF SCIENCE (HONS) MARINE
TECHNOLOGY
SEMESTER : 4
PROJECT TITLE : HG PE-001 PLUG EXTENTENSION
NAME : MUHAMMAD MULHIM BIN JAMIL (2019363936)
LECTURER : DR SHAFIQ SHAHRUDDIN

TABLE OF CONTENT

	PAGE
ACKNOWLEDGEMENTS	i
LIST OF FIGURES	ii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
1. INTRODUCTION	
1.1. Background of The Study	1
1.2. Problem Statement	1
1.3. Purpose of The Study	2
2. COMPANY INFORMATION	
2.1. Background	3
2.2. Organizational Structure	3
2.3. Products/Services	4
2.4. Busines, Marketing, Operational Strategy	6
3. COMPANY ANALYSIS	
3.1. SWOT	10
4. FINDINGS AND DISCUSSION	
4.1. Finding	14
4.2. Discussion	15
5. RECOMMENDATION AND IMPROVEMENT	16
6. CONCLUSION	17
7. REFERENCES	18
8. APPENDICES	19

ACKNOWLEDGEMENTS

In the name of Allah S.W.T. The Most Gracious, The Merciful. Alhamdulillah, I am grateful to Almighty Allah S.W.T. for giving me the strength to finish the research of this case study.

I would like to express our utmost gratitude to our lecturer, Dr Shafiq Shahrudin for his dedication, kindness, and passion in helping us finish our case study successfully. Dr Shafiq help us by teaching us the important fundamental of business and by commenting us on the part which need improvement thus lead us in the right direction in completing this case study. His willingness to help and spend his precious time guiding us is greatly appreciated. Thank you, Dr Shafiq.

I also want to give my appreciation to my family, friends and unmentioned party for their cooperation, encouragement and supports for us to finish this entire case study. Without every one of you, I will unable to complete this task successfully

EXECUTIVE SUMMARY

This project is an attempt to learn how theories can be applied in a practical setting. As a student at UiTM Arau, everyone is required to complete a case study project as part of their studies. So, for this purpose, I was given the opportunity to conduct research on a company that manufactured a product like the one I want to develop, which is Belkin International which are located in the USA.

In the first section of the project report, I was able to gather general company information such as the company's history, technology used, and the various types of electrical appliance that the company manufactured.


In the second section of the project report, I was able to distinguish the company's strengths, weaknesses, opportunities, and threats by conducting a SWOT analysis and determining a better technology system solution that could be implemented in the company to deal with the current issues that the company was facing. To grow a business, it is critical to develop a strategy and plan to improve the existing system.

2.3 Product/Services

Belkin produce a wide array of electrical appliances which are not limited to plug extenders. Among the electrical appliance that they produce are

- Chargers and surge protectors
- Magnetic chargers and accessories
- Cables
- Speakers and headphones
- Docks and hubs
- Screen protector
- Powerbank
- Smartwatch charger

Table 2.1 Type of plug extender that are produce by Belkin

Type of plug extenders	Name	Description
	<p>4 Outlets 2M surge Protection Strip with 2 USB Ports</p>	<ul style="list-style-type: none"> • Four protected AC outlets and two 2.4-amp USB ports maximum combined* • Heavy-duty 2-meter power cord keeps surge protection strip out of the way • Damage-resistant housing protects circuits from fire, impact, and rust • Rated to withstand a power surge of up to 525 joules