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UNIVERSITI
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dyson

COMPANY ANALYSIS

Dyson Manufacturing Sdn. Bhd

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF ARCHITECTURE PLANNING AND SURVEYING
PROGRAMME : AP220
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EXECUTIVE SUMMARY

Dyson is a global technology enterprise. It designs and manufactures household appliances such as vacuum cleaners, air purifiers, hand dryers, bladeless fans, heaters, hair dryers, and lights. In this company analysis, it is focusing on the cordless vacuum cleaner that produced by Dyson manufacturing to be investigated, identified and analysed with their current problems and come out with solutions.

There are two problems regarding their product which are according to the power supply of the product and the capacity of dust holding. The power supply of Dyson's cordless vacuum cleaner is rechargeable. The usage of power supply is only up to 40 minutes. To those consumers that need long cleaning time, this vacuum is not suitable because the consumer need to stop and wait to charge the power supply until it full. Next problem is the small capacity of dust holding. The capacity provided by Dyson manufacturing is up to 0.5 gallon (1liter). The capacity is smaller that leads the consumer to clean the dust more often.




According to the problems analysis, there are few solutions where Dyson's should take part in innovation and R&D of their product based on the usage review by consumer. Apart from that, the suggestion that, is to produce a cordless vacuum using of non-rechargeable(disposable) battery. Next is to produce bigger tank which can accomodate the dust. This would assure that only the best of the best product are sold to consumers in order to sustain their standard.

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2.3 Products/Services

Table 2.1 : Products/Services provided by Dyson company

Products	Descriptions
<p style="text-align: center;"><u>Vacuum Cleaner</u></p>  <ol style="list-style-type: none"> 1. Dyson V11™ vacuums 2. Dyson Digital Slim™ vacuums 3. Dyson V10™ vacuums 4. Dyson V8™ Slim vacuum 5. Dyson V8™ vacuums 	<p>Cordless vacuum cleaners are identified by names such as "V11" or "V7" which denote the version of the appliance (the higher the model number, the greater its specification). Older cordless models pre-dating the Dyson V6 have names in the "DC14" style. Some have submodels identified by a suffix indicating specific facilities, implemented sometimes by additional tools supplied. Suffixes with the same meaning vary from model to model.</p>
<p style="text-align: center;"><u>Air Purifiers</u></p>  <ol style="list-style-type: none"> 1. Dyson Pure Cool™ Advanced Technology 2. Dyson Pure Cool Me™ 3. Dyson Purifier Testing Standards 	<p>Air purifier fan is engineered to help improve air quality. It projects cooling, filtered air – wherever consumers need it. Harnessing the airflow- Strong air jets are driven through narrow openings. Air moves across the surface of the convex dome.</p> <p>High-pressure core- Air jets move across the dome at high velocity. As they converge, a pressure core is formed.</p> <p>Focus projection- Air jets are forced to surround the high-pressure core. They unite to project a focused flow of sacred air.</p>
<p style="text-align: center;"><u>Hair Care</u></p>  <ol style="list-style-type: none"> 1. Dyson Corrale™ straightener 2. Dyson Airwrap™ hair styler 3. Dyson Supersonic™ hair dryer 	<p>In April 2016, Dyson introduced the "Supersonic" handheld hair dryer. A Dyson Digital Motor V9 is housed in the handle. In October 2018, the company launched the "Airwrap" styler, which uses the same motor as the Supersonic hair dryer, and is able to style wet hair using the Coandă effect. In March 2020, Dyson announced a cordless hair straightener called the "Corrale"</p>