



اَوْبُوْ سَيِّدِيْ تَيْكُوْ اَوْكِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



RAZER™

COMPANY ANALYSIS

RAZER

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM : FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES BACHELOR OF COMPUTER SCIENCE
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EXECUTIVE SUMMARY

The goal of this project is to figure out what the product's flaw is. Razer is the company that I have selected. I chose the Razer Phone 2 as the subject of my investigation from their wide range of devices. In this case study, I used a SWOT analysis to determine the Razer phone 2's strengths, weaknesses, opportunities, and threats. The camera is the primary issue I found with this Razer Phone 2. I believe the greatest option is to remove the camera from the Razer Phone 2, which is one of the first gaming phones to prioritise phone performance while playing games or watching movies.

1998 to a corporation with over 400 people in ten offices around the world and distributors in more than 70 countries. Our Mission is to be the World's Greatest Brand for Gamers.

2.2 Organizational Structure

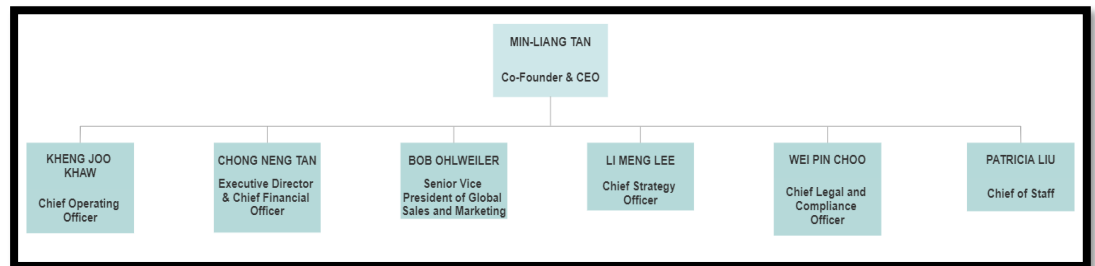


Figure 2.1 Razer Organizational Structure

2.3 Product and Services

2.3.1 Products

Razer offers products and software that are priorities for people who are involved in gaming, streaming and professional gamers. The product Razer represents efficiency, high performance and ease of use. The product design was basic yet sophisticated, fashionable yet practical, and inexpensive while maintaining a high level of quality. There are nine main groups of Razer gaming products and equipment which are Laptops, Smartphones, Desktops/PC, Accessories, Peripherals, Streaming, Chairs, Software's and new products that is Razer Mask. Each of the classes have other fragments such as Peripherals there are Mice, Audio and Keyboards. Meanwhile, for software such as Razer Synapse, Razer Chroma RGB, Razer Cortex, THX Spatial Audio, and more. Each of the software have their own utilization and capabilities that support the devices enhancing and exchanging such as the Razer Chroma RGB supports the Razer Keyboard to change the colour