TOSHIBA

CASE STUDY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY	**Faculty of Architecture, Planning & Surveying**
PROGRAMME	**AP 220 [BSc. (Hons) Architecture]**
SEMESTER	**08**
PROJECT TITLE	**Case Study of Toshiba Company**
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EXECUTIVE SUMMARY

This is an endeavor to realize how the speculations can be applied to functional circumstance. As an understudy in UiTM Arau, Perlis, it is a piece of study for everybody to go through a contextual investigation project. Thus, for this reason, we got the chance to investigate an organization which offer types of assistance to a similar client bunch as the item that we need to create, which is Toshiba organization. Data is accumulated through the auxiliary source. In the second piece of the report, contains the specific subject review. Objective of the undertaking is to chip away at the foundation, authoritative design and the printer gadget.

Then, we learn about the printing gadget that the organization give and other supporting administrations to keep up with the dependability of the organization, just as business, advertising and its functional methodology utilized by the organization to advance their printing administrations which we see as very intriguing.

Finally, we do some exploration about the organization monetary accomplishments in regards to how they deal with their monetary just as accomplishments gain from the monetary administration. Objectives demonstrate what a specialty unit needs to accomplish. Methodology is an activity plan for getting the objectives. Each business should plan a methodology for accomplishing its objectives, comprising of a showcasing technique, and a viable administration. For this situation study, we broke down the strength, shortcomings, openings and dangers of this organization in genuine business world by utilizing SWOT investigation.

2.3   Products

e-STUDIO 330AC / 400AC

Figure 2: Printer e-STUDIO 330AC / 400AC

Printer Type	Multifunction Printer, 30 - 50 PPM, Color
Print & Copy Speed	33/40 ppm (A4) & 27/33 ppm (B4 & Legal)
Security HDD	320 GB TOSHIBA Secure HDD
Print Sizes	Duplex Copying & Printing
Print	1,200 dpi x 1,200 dpi, 1bit (PS Driver), 600 dpi x 600 dpi, 3bit (All PDL)
Copy	Copy Speed – 330AC: 5.7s / 7.2s (Mono/Colour) , 400AC: 5.1s / 6.3s (Mono/Colour)

Table 2: Printer Specifications