



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

logitech

COMPANY ANALYSIS

LOGITECH

FACULTY & PROGRAM: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

SEMESTER: SEMESTER 6 (RCS2516A)

PROJECT TITLE: CASE STUDY OF LOGITECH

NAME: MOHAMAD AJWAD BIN MOHD SOBRI

LECTURER'S NAME: DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

ACKNOWLEDGMENTS

God, the Almighty, Allah SWT, deserves praise first and foremost. I am confident that, with His blessing on my health and mental capabilities, I will be able to successfully complete this case study. After that, I'd want to thank my course professor, Dr. Athifah Najwani binti Hj Shahidan, for guiding me through the Technology Entrepreneurship course. She gave me advice and helped me finish this case study.

After that, I'd like to thank my friends Izzuddin bin Shahril, Aiman Syahmi bin Norazman, Mohammad Luqmanul Hakim bin Hisham, and Adam Mikhail Danial bin Shamsul Kamal for assisting me with the first half of this case study, which is the study's and company's background. Their cooperation makes it easier for me to do this project.

Not to add, I am grateful to my mother, who has helped me with ideas and guidance throughout my online distance learning experience, as well as being involved in the entrepreneurial field. I'd want to thank my university, Universiti Teknologi MARA, for providing us, Computer and Mathematical Sciences students, with the opportunity to learn about entrepreneurship as well as wonderful resources and professors from whom we may learn.

Finally, I'd like to thank everyone who helped me complete this case study, whether directly or indirectly.

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENTS	1
TABLE OF CONTENTS	2
LIST OF FIGURES	4
LIST OF TABLES	5
EXECUTIVE SUMMARY	6
1 BACKGROUND OF CASE STUDY	8
1.1 PURPOSE OF CASE STUDY	9
1.2 PROBLEM STATEMENT	9
2 COMPANY INFORMATION	10
2.1 COMPANY BACKGROUND	11
2.1.1 VISION	12
2.1.2 MISSION	12
2.2 ORGANIZATIONAL STRUCTURE	12
2.3 PRODUCT AND SERVICES	13
2.3.1 PRODUCTS	15
2.3.2 SERVICES	16
2.4 TECHNOLOGY	16
2.5 BUSINESS, MARKETING AND OPERATIONAL STRATEGY	19
2.5.1 BUSINESS STRATEGY	19
2.5.2 MARKETING STRATEGY	22
2.5.3 OPERATIONAL STRATEGY	24
3 PRODUCT ANALYSIS	24
3.1 SWOT ANALYSIS	24
3.1.1 STRENGTH	25
3.1.2 WEAKNESS	26
3.1.3 OPPORTUNITY	27
3.1.4 THREAT	28
4 FINDINGS AND DISCUSSION	29

EXECUTIVE SUMMARY

The goal of this project is to find the problem in the product. The company I've chosen is Logitech International S.A. From their extensive product line, I chose the H600 Wireless Headset for my inquiry. I used a SWOT analysis to determine H600's strengths, weaknesses, opportunities, and threats in this case study. The first issue I observed with the H600 Wireless Headset is that it interferes with Bluetooth and Wi-Fi connections, resulting in a poor user experience. I've come up with the best solution to the problem: Create a headset with features that will not interfere with a wireless device, which is far more practical and provides a far better hearing experience for the user.

2.3 PRODUCT AND SERVICES

Table 2.2 List of Products

MOUSE	
Type	Computer referral
Series	Wireless Mouse <ul style="list-style-type: none"> ● MX Master 3 (RM 449) ● M729 Triathlon (RM 249) ● M585 Multi-Device (RM 139) ● M331 Silent Plus (RM 86) ● M221 Silent Wireless Mouse (RM 69) ● M179 Wireless Mouse (RM 49)
	Wired Mouse <ul style="list-style-type: none"> ● M100r Corded Mouse (RM 28.90) ● G403 Mouse (RM 299) ● G102 Mouse (RM 109)
KEYBOARD	
Type	Computer referral
Series	Wireless Keyboard <ul style="list-style-type: none"> ● MX Keys Keyboard (RM 489) ● K380 Multi-Device Bluetooth Keyboard (RM 149) ● K375 Multi-Device Keyboard (RM 109) ● K400 Plus Wireless Touch Keyboard (RM 199) ● K270 Wireless Keyboard (RM 89)
	Wired Keyboard <ul style="list-style-type: none"> ● Logitech K120 USB Standard Computer Keyboard (RM 42) ● Logitech MK200 Multimedia Keyboard (RM 69) ● G413 Keyboard (RM 429) ● G512 Carbon Keyboard (RM 546)