



اَوْنِيُوْ سِيْتِيْ تِيْ كُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
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# TOSHIBA

## CASE STUDY

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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I'd also like to say a special thank you to University of Technology MARA Arau, Perlis for giving me the opportunity to explore more about entrepreneurship through subject ENT600. This subject enables me to learn more about the product innovation and steps to analyse market ability of a company. We need to find the techniques and idea to improve the existing products for the purpose of betterment.

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## **EXECUTIVE SUMMARY**

This task is about identifying problems with a product. The company that has been my choice is Toshiba. Of the various products that have been released by this Toshiba company, I have chosen the Thrive Tablet to do my analysis. In this case study, I have performed a SWOT Analysis to identify the strengths, weaknesses, opportunities, and threats of this product. The main problem I have identified with this product is short battery life. Through out of that problem, I was able to come up with the best solution that made this tablet usable for quite some time.

## 2.3 Product and Services

Toshiba has had a range of products and services, including air conditioners, consumer electronics (including televisions and DVD and Blu-ray players), control systems (including air-traffic control systems, railway systems, security systems and traffic control systems), electronic point of sale equipment, elevators and escalators, home appliances (including refrigerators and washing machines), IT services, lighting, materials and electronic components, medical equipment (including CT and MRI scanners, ultrasound equipment and X-ray equipment), office equipment, business telecommunication equipment personal computers, semiconductors, power systems (including electricity turbines, fuel cells and nuclear reactors) power transmission and distribution systems, and TFT displays.

### 1. HD DVD

Toshiba was instrumental in the creation and widespread adoption of the DVD format. Following a defeat in a format "battle" versus Blu-ray, Toshiba announced on February 19, 2008, that it will be retiring its HD DVD storage technology, which is the successor to DVD. After Sony, Panasonic, Philips, and Pioneer Corporation developed the Blu-ray format, the HD DVD format failed. Toshiba's president, Atsutoshi Nishida, admitted that HD DVD had been discontinued. "We concluded that a swift decision would be best [and] if we had continued, that would have created problems for consumers, and we simply had no chance to win".

Toshiba kept supplying equipment to merchants until the end of March 2008, as well as providing technical support to the estimated one million consumers who had HD DVD players and recorders around the world. Toshiba launched a new line of Blu-ray players and discs for PCs and laptops, as well as joining the Blu-ray Developers Association (BDA), an industry group that governs the format's development.