



اَوْبُوْرُ سَيِّدِي تِي كُوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# TOSHIBA

## COMPANY ANALYSIS

TOSHIBA SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

|                     |  |
|---------------------|--|
| FACULTY & PROGRAMME | ARCHITECTURE, PLANNING AND SURVEYING (AP220) |
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| PROJECT TITLE       | SOLAR COOKER                                 |
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## **EXECUTIVE SUMMARY**

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, I need to undergo a case study for my project. In order to achieve the purpose of this study, I got the opportunity to learn new knowledge about my topic from the same company that produced a similar item as my topic, which is Toshiba Sdn Bhd, based in Tokyo, Japan. In this first part of the project report, I was able to collect some information about the company, such as background, the technology used, and other products produced by them. In the second part, through the SWOT analysis, I was able to figure out the strength, weaknesses, opportunities and threats of this company and come out with a better technology that can be implemented in the company to handle the current issues. The improvement may enhance and fulfil the demands' quality from clients.

## 2.2 Organizational Structure

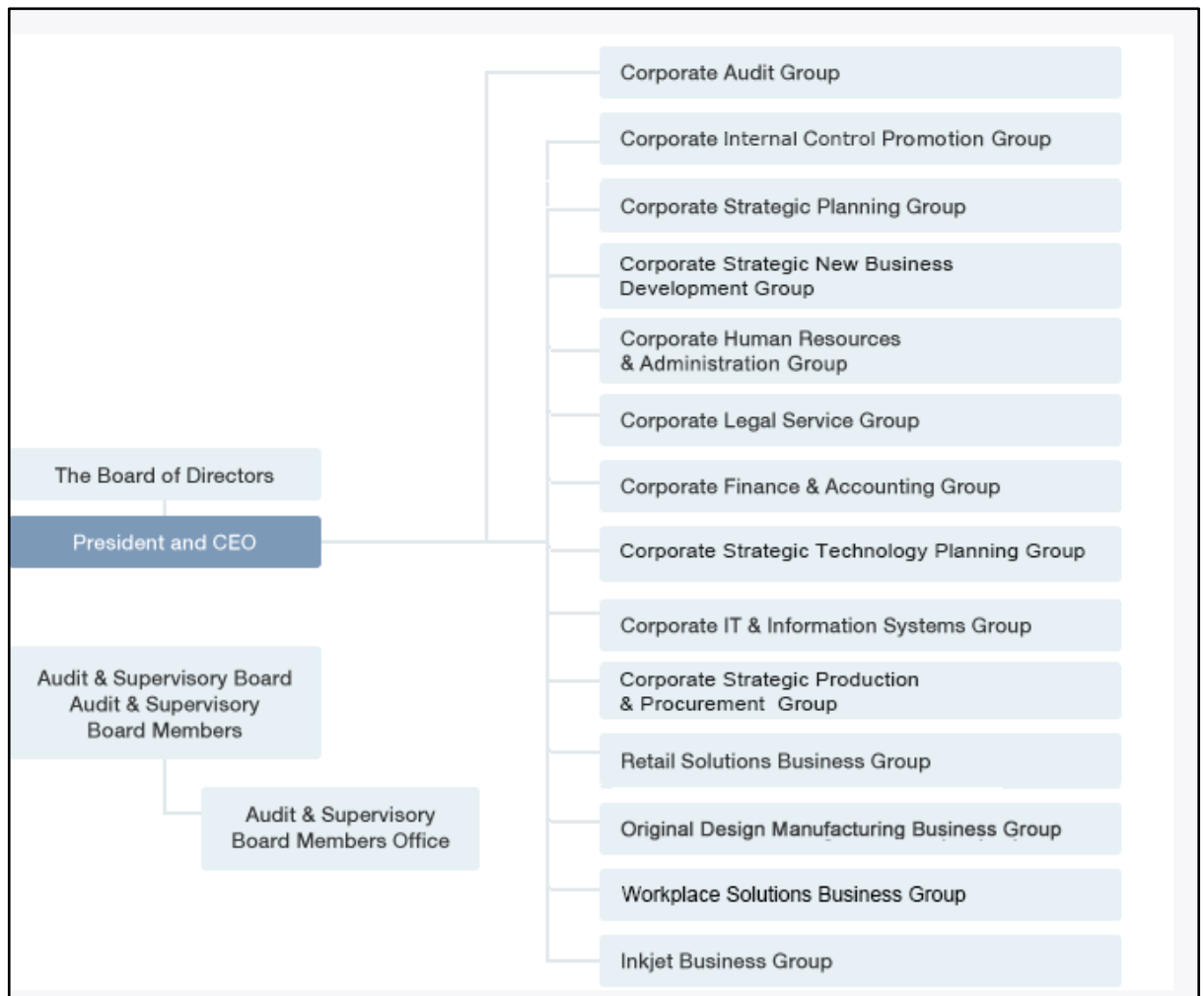


Figure 2.2 Organizational structure

## 2.3 Products and Services

### 2.3.1 Products

Solar Cooker at Toshiba Sdn Bhd provides the most comprehensive information and reviews on solar cooking anywhere on the internet. They test the products to bring clients the best in the solar cooking world. Whether clients are here to Learn How to Build A Solar Cooker or clients are ready to Purchase their next Solar Cooker, clients will find what they are looking for right here at Solar Cooker at Toshiba Sdn Bhd. The first and most important thing to understand about solar cooking is there are four main types of solar cookers. Each type corresponds to an appliance in a standard kitchen. Just the same as you would