



اَوْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 600 TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

PRODUCT ANALYSIS OF SONY

SONY DVR DV-R10 (DASHCAM CAMERA)

SONY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING
AND SURVEYING -AP220

SEMESTER : EIGHT (8)

NAME : MUHAMMAD SAFWAN NAJMI BIN SHAARI

MATRIX NUMBER : 2019925739

GROUP : RAP2208A

LECTURER : DR. ATHIFAH NAJWANI BINTI HJ
SHAHIDAN

ACKNOWLEDGEMENT

Thank God for all the abundance and grace I was able to complete this individual assessment to fulfill some of the requirements of a Bachelor of Surveying Science and Geomatics. Many thanks and thank you to my lecturer Dr. Athifah Najwani Binti Hj Shahidan, who gave me the golden opportunity to do this wonderful project on the topic Company Analysis on SONY which also helped me in doing a lot of research and who has given me a lot of guidance so that this task can be completed. In addition, I would also like to thank the manufacturer company SONY which helped me by giving their company information in terms of organization, product, development, business, and marketing. I would also like to thank my family members for their generous support, advice, and financial and friends, especially friends who spend so much time together to complete the assignments. Lastly, thank you very much to everyone who has helped me directly or indirectly. Any attempt at any level cannot be satisfactorily completed without the support and guidance from these parties. May Allah reward you for your kindness.

TABLE OF CONTENT

ACKNOWLEDGEMENT	1
TABLE OF CONTENT	2
LIST OF FIGURES	3
LIST OF TABLES	3
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION.....	5
1.1 Background of Case Study	5
1.2 Purpose of Case Study	6
1.3 Problem Statement.....	6
2.0 COMPANY BACKGROUD.....	7
2.1 Company Background	7
2.2 Organization Chart	8
2.3 Product and Services	9
2.4 Technology	10
2.5 Business, Marketing, and Operational Strategy.	11
3.0 PRODUCT ANALYSIS	13
3.1 SWOT Analysis.....	13
4.0 FINDINGS AND DISCUSSION	16
4.1 Finding.....	16
4.2 Discussion.....	17
5.0 RECOMMEDATIONS	18
5.1 Best Solutions	18
6.0 CONCLUSIONS	19
7.0 REFERENCES.....	20
8.0 APPENDICES.....	21

EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is SONY Group Corporation. From their variety of products, I have chosen the Sony DVR DV-R10 (Dashcam Camera) to analyse. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Sony DVR DV-R10. The main problem I recognised on this Sony DVR DV-R10 is that the device only records what happened in front of the car with the angle of 140 degree and there are some blind spots that the dashcam not cover for the safety of the vehicle. From the problem, I can come up with the best solution to enlarge the viewing angle of the dashcam. Then the device will record what happens in front of the car at every angle and prevent blind spot areas for car security purposes.

2.3 Product and Services

2.3.1 Product

Sony offers varieties of electronics devices combined with innovative technology with a sleek design. The main electronic offer by Sony includes Television and Home cinema, audio device, camera, video camera, mobiles, car audio, storage, and cable. Aside from mentioned electronics, Sony also offers dashcam devices used in the cars for safety purposes. The lens and camera that high quality is used in Sony devices, which is one reason that makes Sony famous around the world. That includes the Sony DVR DV-R10, which is the dashcam camera. Figure 2.2 shows the Sony DVR DV-R10



Figure 2.2: Sony DVR DV-R10