UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS

RAZER

TECHNOLOGY ENTREPRENUERSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM: FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES BACHELOR OF COMPUTER SCIENCE
(HONS.) NETCENTRIC COMPUTING

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PROJECT TITLE   : CASE STUDY OF RAZER

NAME   : MUHAMMAD AKRAM BIN ISMAIL
                          (2020960317)

LECTURER   : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

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EXECUTIVE SUMMARY

Gaming laptops, cellphones, and PC accessories such as mice, audio players, keyboards, mouse pads, and gaming chairs are among Razer's most popular items. Razer also released Razer Comms, a voice-over-internet-protocol (VOIP) programme. In terms of sales volume, the Razer DeathAdder gaming mouse is the company's most popular product. Approximately 5% of professional gamers use Razer mouse. Predatory or poisonous species are named after snakes (mice), insects (mouse mats), arachnids (keyboards), marine animals (audio), and felines (audio) (console peripherals). The Razer Blade and Razer Edge laptops, which are named after bladed objects, are the only exceptions. The goal of this project is to figure out what the product's flaw is. Razer is the company that I have selected. For this review, I choose the Razer BlackShark V2 from the company's different goods. In this case study, I used a SWOT analysis to determine the Razer BlackShark V2's strengths, weaknesses, opportunities, and threats. Inconsistent bass and treble output is the biggest issue I found with this device. Increased noise isolation performance on headsets is the best solution to this problem.

world and distributors in more than 70 countries. Our Mission is to be the World's Greatest Brand for Gamers.

2.1.2 Objectives

- To giver the world's best gamers an "unfair advantage".

2.1.3 Goals

- To be 100% carbon neutral by 2030, and pledged to eliminate the use of single-use plastics in its offices in the same time frame.
- To use only recycled or recyclable material in all of its products and FSC-certified, biodegradable packaging by 2030.
- To set a target of 2025 to run its offices entirely off of renewable energy sources.
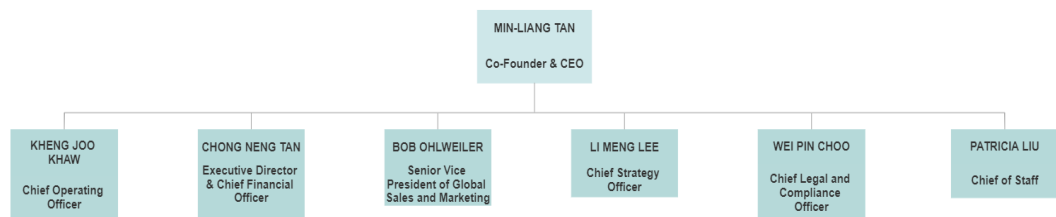
2.2 Organizational Structure

Figure 2.1 Razer Organizational Structure

2.3 Product and Services

2.3.1 Products

Razer offers products and software that are priorities for people who are involved in gaming, streaming and professional gamers. The product Razer represents efficiency, high performance and ease of use. The product design was basic yet sophisticated, fashionable yet practical, and inexpensive while maintaining a high level of quality. There are nine