



اَوْبُوْ سَيِّدِيْ تَيْكُوْ اَوْكِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



RAZER™

## COMPANY ANALYSIS

RAZER

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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

**SEMESTER** : SEMESTER 6 (RCS2516A)

**PROJECT TITLE** : CASE STUDY OF RAZER

**NAME** : MUHAMMAD AKRAM BIN ISMAIL  
(2020960317)

**LECTURER** : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

## **ACKNOWLEDGEMENT**

Alhamdulillah, praise be to Allah Almighty, thanks to His omnipotence and His great blessings, I was able to complete this work within the stipulated period. First and foremost, special thanks to my lecturer, Dr. Athifah Najwani binti Hj Shahidan. Thank you for the guide and time for constructive comments in doing this case study of Technology Entrepreneurship.

I would also like to thank my friends Azizi, Arif, Ammar and Iman who helped me complete the first part of this case study. Without them, this case study might not have been completed on time.

A special thanks also goes to my beloved parents. I would like to take this opportunity to express my gratitude and indebtedness to them for their unconditional love and support throughout this process.

Last but not least, I would like to thank everyone that has directly or indirectly helped and who supported me morally during the development of this project.

## **TABLE OF CONTENTS**

<b>ACKNOWLEDGEMENT</b>	<b>I</b>
<b>LIST OF TABLES</b>	<b>V</b>
<b>LIST OF ABBREVIATIONS</b>	<b>VI</b>
<b>EXECUTIVE SUMMARY</b>	<b>VII</b>
<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of Case Study	1
1.2 Purpose of Case Study	2
1.3 Problem Statement	2
<b>2.0 COMPANY INFORMATION</b>	<b>2</b>
2.1 Company Background	4
2.1.1 Vision and Mission	4
2.1.2 Objectives	5
2.1.3 Goals	5
2.2 Organizational Structure	5
2.3 Product and Services	5
2.3.1 Products	5
2.3.2 Services	6
2.4 Technology	6
2.5 Business, Marketing and Operational Strategy	7
2.5.1 Business Strategy	7
2.5.2 Marketing Strategy	8
2.5.3 Operational Strategy	9
<b>3.0 PRODUCT ANALYSIS</b>	<b>10</b>
3.1 SWOT Analysis	10
3.1.1 Strength	10
3.1.1.1 Unique Product	10
3.1.1.2 Accurate and consistent in performance	11
3.1.1.3 Comfortable and fit for hours of use	11
3.1.2 Weakness	11

## **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 give 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

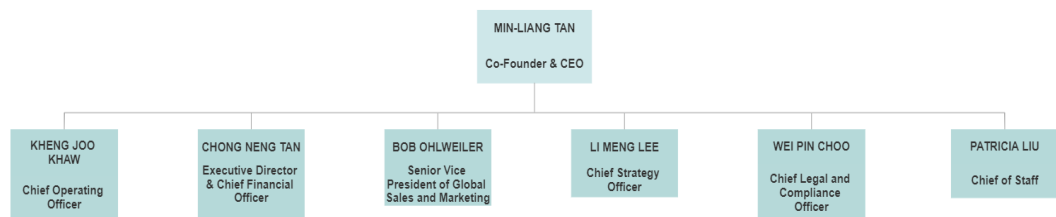


Figure 2.1 Razer Organizational Structure

## 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