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UNIVERSITI
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RAZER™

COMPANY ANALYSIS

RAZER

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EXECUTIVE SUMMARY

Many of Razer's products are focused towards gamers, including gaming laptops, cellphones, and PC accessories such as mice, audio players, keyboards, mouse pads, and gaming chairs. Razer also released Razer Comms, a VOIP application. The Razer Death Adder gaming mouse is the company's most popular product in terms of sales volume. Razer mice are used by about 5% of professional gamers. Snakes (mice), insects (mouse mats), arachnids (keyboards), marine animals (audio), and felines (audio) are all named after predatory or poisonous species (console peripherals). The sole exceptions are the Razer Blade and Razer Edge laptops, which are named after bladed things.

Razer launched its first gaming device, the Razer Phone, in November 2017, marking the company's first entrance into the smartphone industry. Manufacturing costs were also a danger to Razer Inc. since they were constantly shifting and unpredictable. As a result, Razer will need to plan for instances where costs may surge. Precautionary planning results in manufacturing delays, which may harm Razer, Next, and the availability of substitute items. The aim of Razer to raise prices is limited by the availability of replacement choices, since customers may easily switch to another product or service. This will have a significant impact on Razer, since it will need to master this facet of quality.

2.2 Organizational Structure

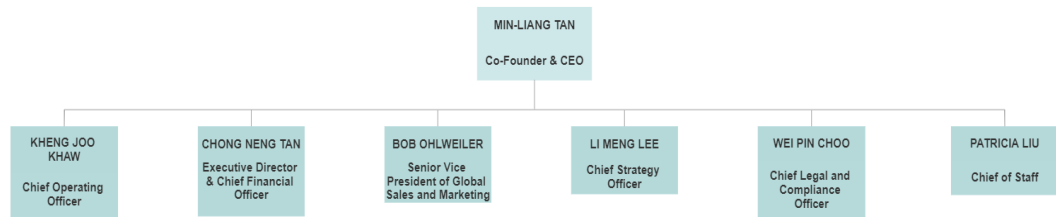


Figure 2.1 Razer Organizational Structure

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 main groups of Razer gaming products and equipment which are Laptops, Smartphones, Desktops/PC, Accessories, Peripherals, Streaming, Chairs, Software's and new products that is Razer Mask. Each of the classes have other fragments such as Peripherals there are Mice, Audio and Keyboards. Meanwhile, for software such as Razer Synapse, Razer Chroma RGB, Razer Cortex, THX Spatial Audio, and more. Each of the software have their own utilization and capabilities that support the devices enhancing and exchanging such as the Razer Chroma RGB supports the Razer Keyboard to change the colour lightings, key binds and more. Razer is one of the most popular brands among clients since it offers a wide range of gaming goods.

2.3.2 Services

There are many services that Razer provides such as software, virtual card, gift card and etc. Razer provides a wide choice of gaming software to complement your Razer gaming experience, whether it's allowing you