UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS

ASUS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**: CASE STUDY

**FACULTY & PROGRAM:** FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCE

BACHELOR OF COMPUTER SCIENCE (HONS)
NETCENTRIC

**PROJECTILE TITLE** : CASE STUDY OF ASUS

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## EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is AsusTeK Computer Inc. by Taiwanese multitional computer and phone hardware and electronics company. From their variety of products, I have chosen the Asus ROG Chariot Core Gaming Chair to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Asus ROG Chariot Core Gaming Chair. The main problem I identified on this Asus ROG Chariot Core Gaming Chair is that the chair is extremely expensive. From the problem, I can come up with the best solution which is make a big discount to attract more people to buy the product like other Asus product with the discount.

## 2.3    Products and Services

**LAPTOPS**

| **SERIES** | ROG Series |
|---|---|
| | • ROG Flow X13 (RM 6499) |
| | • ROG Zephyrus G15 (RM 8799) |
| | • ROG Strix G17 (RM 4399) |
| | Zenbook |
| | • Zenbook Pro Duo 15 OLED (RM 12999) |
| | • Zenbook 14X OLED (RM 5599.96) |
| | • Zenbook Flip 13 OLED (RM 4699) |
| | • Zenbook Duo 14 (RM 5199) |
| | ASUS |
| | • ASUS M415 (RM 2219) |
| | • ASUS E410 (RM 1800) |
| | • ASUS A516 (RM 2049) |

*Table 2 – Asus Laptops*

**SMARTPHONE**

| **SERIES** | Zenfone |
|---|---|
| | • Zenfone 8 Flip (RM 2999) |
| | • Zenfone 8 (RM 3299) |
| | ROG Phone |
| | • ROG Phone 5s PRO (RM 4999) |
| | • ROG Phone 5 Ultimate (RM 4999) |
| | • ROG Phone 5 (RM 2999) |

*Table 3 – Asus Smartphone*