



اَوْبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**mitsubishi  
electric**

PRODUCT ANALYSIS

MITSUBISHI ELECTRIC

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

**FACULTY & PROGRAM** : FACULTY OF COMPUTER SCIENCE & MATHEMATIC  
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## **EXECUTIVE SUMMARY**

This case study assignment is about analyzing the chosen product. The company that has been chosen by me is Mitsubishi Electrical. From the various choice of products they provided, I have chosen the air conditioner technology. In this case study, I manage to finish the SWOT analysis about the product that I have chosen which contains the strength, weakness, opportunity, and threat of the air conditioner. The main problem for this product is that the website specifically for air conditioner is outdated or old unlike the refrigerator or electric fan, the others two products provided by Mitsubishi Electrical. For the problem, I have come up with the solution which is to upgrade the website for the air conditioner so it will on pair with the rest of the others product.

## 2.3 Product & Services and Technology

<b>AIR CONDITIONING SYSTEM</b>	
<b>TYPE</b>	Home Appliance
<b>SERIES</b>	Air Conditioner LN Series MSZ-LN10VF (1.0HP) MSZ-LN13VF (1.5HP)
	Air Conditioner GR Series MSY-GR10VF (1.0HP) MSY-GR18VF (2.0HP)
	Air Conditioner JS Series MSY-JS13VF (1.5HP) MSY-JS24VF (2.5HP)
	Air Conditioner JR Series MS-JR10VF (1.0HP)
<b>REFRIGERATOR</b>	
<b>TYPE</b>	Home Appliance
<b>SERIES</b>	Multi-Drawer MR-WX70C