



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



RAZER™

## COMPANY ANALYSIS

RAZER

(Gaming Mouse)

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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

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**PROJECT TITLE :** CASE STUDY OF RAZER

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## **EXECUTIVE SUMMARY**

This assignment is about identifying the problem with the product. The company that I have chosen is Razer Inc. From their variety of products, I have chosen the Razer Atheris to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Razer Atheris. The main problem I able to identified on this Razer Atheris is that the mouse form factor is not for everyone compare to its other products such as gaming chair, headsets, keybaord, and laptop. From the problem, I would like to suggest the best solution is resizing Razer atheris size to medium size which each type of gamers able to use it.

## 2.1.2 Mission

“For Gamers. By Gamers.™”

Our Mission is to be the World's Greatest Brand for Gamers.

## 2.2 Organizational Structure

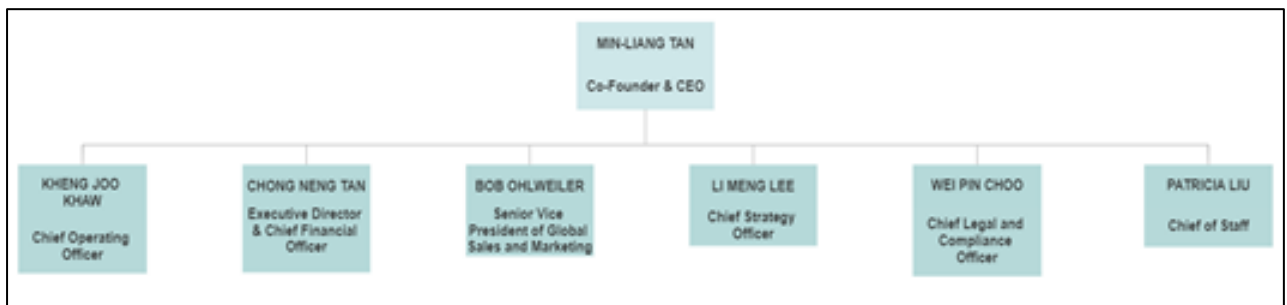


Figure 2.1 Razer Organizational Structure

## 2.3 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, Softwares 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, keybinds and more. Razer is