



اَبُو سَيْدٍ تَيْكُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ASUS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM : FACULTY OF COMPUTER SCIENCE AND MATHEMATICS
BACHELOR OF NETCENTRIC (HONS)

SEMESTER : SEMESTER 6 (RCS2516A)

PROJECT TITLE : CASE STUDY OF ASUS

NAME : NABILA BINTI RASHID (2020957929)

LECTURER : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

ACKNOWLEDGEMENT

First and foremost, praises are to God, the Almighty, Allah SWT. With the blessing given by Him for my health and my ability to think, I can complete this case study successfully. Next, I would like to extend my gratitude to my course lecturer, Dr. Athifah Najwani binti Hj Shahidan, for guiding me in the Technology Entrepreneurship course. She provided advice and assistance for me in doing this case study.

Next, I would like to thank my friends, Muhammad Ajwad, Nur Iman Izzati, Nur Izzati Liyana, and Muhamad Fakhrol Rizuan that have helped me to complete the first part of this case study which is the background of the study and background of the company. With their help, it eases my journey to complete this task.

Not to forget, I am most thankful to my mother who supported me throughout this online distance learning and has helped me by giving ideas and advice as well as she is also involved in the entrepreneurship industry. I would like to thank my university, Universiti Teknologi MARA, for giving us, Sports Science students, to learn entrepreneurship as well and providing us good resources and educators for us to learn from.

Lastly, I would like to thank everyone that has directly or indirectly helped me in completing this case study.

TABLE OF CONTENT

ACKNOWLEDGEMENT	1
TABLE OF CONTENT	2
LIST OF TABLES	4
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	
1.1 Background of Case Study	6
1.2 Purpose of Case Study	7
1.3 Problem Statement	7
2.0 COMPANY INFORMATION	
2.1 Company Background	9
2.1.1 Vision and Mission	9
2.2 Organizational Structure	10
2.3 Products and Services	
2.3.1 Products	14
2.3.2 Services	14
2.4 Technology	15
2.5 Business, Marketing and Operational Strategy	
2.5.1 Business Strategy	16
2.5.2 Marketing Strategy	17
2.5.3 Operational Strategy	19
3.0 PRODUCT ANALYSIS	
3.1 SWOT Analysis	20
3.1.1 Strength	20
3.1.2 Weakness	21
3.1.3 Opportunity	23
3.1.4 Threat	24
4.0 FINDINGS AND DISCUSSION	
4.1 Findings	25
4.2 Discussion	25

EXECUTIVE SUMMARY

As a student in UiTM Arau, every student needs to undergo a case study project since it is a part of the study. So, for this purpose, we got the opportunity to research a company which manufactured the technology product, which is Asus Technologies, multinational computer and phone hardware and electronics company, currently headquartered in Beitou District, Taipei, Taiwan.

In the first part of the project report, we have collected the general information of the company. Primary sources are used to gather all the information and not forget to mention some of them come from the secondary source as well.

Specialized subject study is contained in the second part of the report. Objective of the project is to work on the background, organizational structure, products and services that Asus Technologies provides. Next, we study the technology of Asus Technologies electronic components, as well as business, we find that the marketing and its operational strategy that are used by this company to promote their products are very quite interesting.

What goals means for a business is what a business unit wants to achieve. But an action plan for getting the goals is called strategy. To achieve goals, every business must design their strategy, consisting of a marketing strategy, and effective management.

In this case study, we analysed the strengths, weaknesses, opportunities and threats of this company in the real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and found a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, which makes it our innovation to become a continuation inside the new Product Development task.

2.3 Products and Services

LAPTOPS

SERIES	ROG Series <ul style="list-style-type: none">• ROG Flow X13 (RM 6499)• ROG Zephyrus G15 (RM 8799)• ROG Strix G17 (RM 4399)
	Zenbook <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• ASUS M415 (RM 2219)• ASUS E410 (RM 1800)• ASUS A516 (RM 2049)

SMARTPHONE

SERIES	Zenfone <ul style="list-style-type: none">• Zenfone 8 Flip (RM 2999)• Zenfone 8 (RM 3299)
	ROG Phone <ul style="list-style-type: none">• ROG Phone 5s PRO (RM 4999)• ROG Phone 5 Ultimate (RM 4999)• ROG Phone 5 (RM 2999)