



اَوْنِيْتَرَسِيْتِي تَتِيكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600

TECHNOLOGY ENTREPRENEURSHIP

INDIVIDUAL CASE STUDY : PANASONIC

Panasonic

PREPARED BY:

NAME	STUDENT ID	GROUP
NUR AFIQAH BINTI JABARUDIN	2019685688	RCS2455A

PREPARED FOR:

DR. ATHIFAH NAJWANI BINTI HJ. SHAHIDAN

Acknowledgment

In the name of Allah, the most beneficent and merciful who gave me strength and knowledge to complete the individual case study of Technology Entrepreneurship (ENT600). I would like to express my gratitude to my lecturer, parents, and friends for helping and supporting me during making this case study.

I also would like to express my deepest and sincere gratitude to Dr. Athifah Najwani Binti Hj. Shahidan for giving me an opportunity and guiding me to fulfil this individual case study within the deadline. She gave me moral support and guidance in different matters regarding the topic. Without her guidance, I would not manage to complete this case study within the deadline. I am extremely grateful and appreciate all her advices and support. Last but not least, a big thank to all of the people that directly and indirectly helped me while making this assignment. Especially, to all classmates that contributed ideas, strength, and energy during the making of this individual case study.

Table of Contents

Executive Summary	3
1.0 Introduction of the Company.....	4
1.1 Background of the Company	4
1.2 Vision and Mission	5
1.2.1 Vision.....	5
1.2.2 Mission.....	5
1.3 Organizational Structure	6
1.4 Products	6
1.5 Technology	7
1.6 Business, Market and Operational Strategy	8
2.0 Product Analysis	10
2.1 SWOT Analysis	10
2.1.1 Strength	10
2.1.2 Weakness	11
2.1.3 Opportunity.....	11
2.1.4 Threat	12
3.0 Findings and Discussion	13
3.1 Main Problem of the Product	13
3.2 Solutions	13
3.2.1 Solution 1: Install timer switch operation feature	13
3.2.2 Solution 2: Install temperature and humidity sensor feature.....	13
3.2.3 Solution 3: Add more pressure level for the system	14
4.0 Solution Recommendation	14
5.0 Conclusion.....	15
References	16
Appendix	17

Executive Summary

This assignment is about identifying the problem within the product. The company that I have chosen is Panasonic and the product is Green AC Flex, an outdoor cooling misting system. The major problem that I found in this product is the low-pressure misting system in Green AC Flex. The solution that I have proposed is to install a temperature and humidity sensor into the product as misting system is correlated to temperature and humidity level.

1.3 Organizational Structure

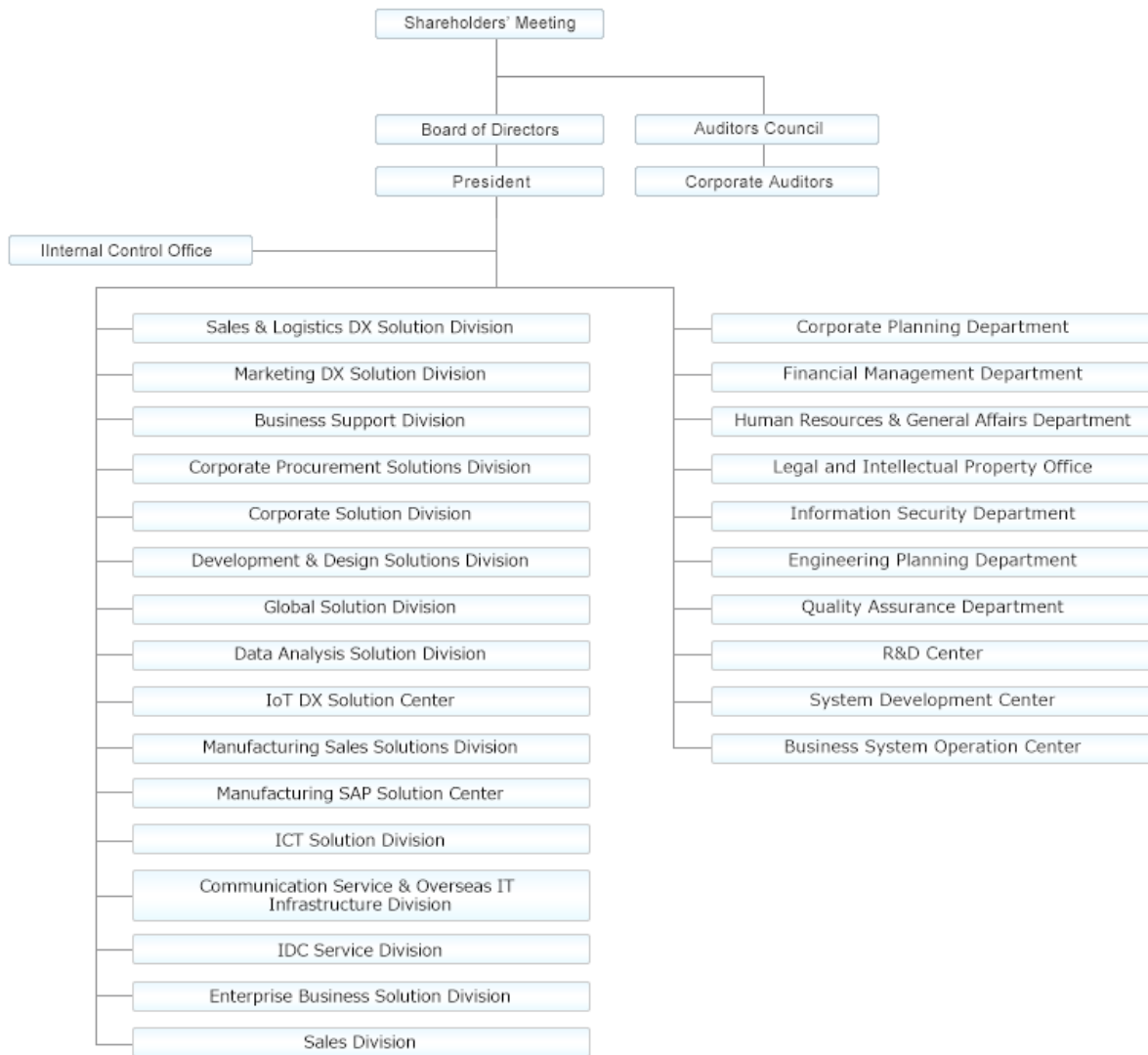


Figure 1: Organizational Structure of Panasonic Corporation

1.4 Products

Panasonic is famous with its product for various appliances such as home appliances, kitchen appliances, TV and AV, camera and camcorder, health and beauty care, air solutions and even battery and torchlight. The products are very high in technology and quality, innovative and helpful in daily life. The products came in various designs which attracted the customers' attention. The products provided by Panasonic company include televisions, washers, air conditioners, ceiling fans, vacuum cleaners, rice cookers, hair dryers and many more.