



اَبُو سَيِّدِي تَيْكُونُ لُو كِي وَنَا رَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# logitech

## COMPANY ANALYSIS

## LOGITECH

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

**SEMESTER:** SEMESTER 6 (RCS2516A)

**PROJECT TITLE:** CASE STUDY OF LOGITECH

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## **ACKNOWLEDGMENTS**

Praise is due first and primarily to God, the Almighty, Allah SWT. With His blessing on my health and capacity to think, I am certain that I can effectively complete this case study. Following that, I'd want to express my appreciation to Dr. Athifah Najwani binti Hj Shahidan, my course professor, for leading me through the Technology Entrepreneurship course. She advised and assisted me in completing this case study.

Following that, I would like to express my gratitude to my friends Izzuddin bin Shahril, Aiman Syahmi bin Norazman, Adam Mikhail Danial Bin Shamsul Kamal, and Mohamad Ajwad bin Mohd Sobri for assisting me in completing the first section of this case study, which is the study's and company's background. Their assistance facilitates my completion of this assignment.

Not to mention, I am appreciative of my mother, who has supported me throughout my online distance learning experience and has aided me with ideas and guidance, as well as being active in the entrepreneurial field. I'd want to express my gratitude to my institution, Universiti Teknologi MARA, for offering opportunities for us, Computer and Mathematical Sciences students, to learn about entrepreneurship as well as providing us with excellent resources and instructors from whom we may learn.

Finally, I'd want to express my gratitude to everyone who assisted me, directly or indirectly, in completing this case study.

## TABLE OF CONTENTS

| CONTENTS  | PAGE |
|---|------|
| ACKNOWLEDGEMENTS                                      | 1    |
| TABLE OF CONTENTS                                     | 2    |
| LIST OF FIGURES                                       | 4    |
| LIST OF TABLES  | 5    |
| EXECUTIVE SUMMARY                                     | 6    |
| 1 BACKGROUND OF CASE STUDY.....                       | 8    |
| 1.1 PURPOSE OF CASE STUDY .....                       | 9    |
| 1.2 PROBLEM STATEMENT .....                           | 9    |
| 2 COMPANY INFORMATION.....                            | 10   |
| 2.1 COMPANY BACKGROUND .....                          | 11   |
| 2.1.1 VISION .....                                    | 12   |
| 2.1.2 MISSION .....                                   | 12   |
| 2.2 ORGANIZATIONAL STRUCTURE .....                    | 12   |
| 2.3 PRODUCT AND SERVICES .....                        | 13   |
| 2.3.1 PRODUCTS.....                                   | 15   |
| 2.3.2 SERVICES.....                                   | 16   |
| 2.4 TECHNOLOGY .....                                  | 16   |
| 2.5 BUSINESS, MARKETING AND OPERATIONAL STRATEGY..... | 19   |
| 2.5.1 BUSINESS STRATEGY .....                         | 19   |
| 2.5.2 MARKETING STRATEGY .....                        | 22   |
| 2.5.3 OPERATIONAL STRATEGY .....                      | 24   |
| 3 PRODUCT ANALYSIS.....                               | 24   |
| 3.1 SWOT ANALYSIS .....                               | 24   |
| 3.1.1 STRENGTH .....                                  | 25   |
| 3.1.2 WEAKNESS.....                                   | 26   |
| 3.1.3 OPPORTUNITY .....                               | 27   |
| 3.1.4 THREAT.....                                     | 28   |
| 4 FINDINGS AND DISCUSSION.....                        | 29   |

## **EXECUTIVE SUMMARY**

The goal of this assignment is to find the problem in the product. The company I've chosen is Logitech International S.A. From their extensive product selection, I chose the K380 keyboard for my research. I used a SWOT analysis to determine the K380's strengths, weaknesses, opportunities, and threats in this case study. The first problem I noticed with the K380 keyboard is its lack of ergonomics. I've come up with the best option, which is to convert it to a split keyboard, which will free up more space and allow for more comfortable typing.

## 2.3 PRODUCT AND SERVICES

**Table 2.2** List of Products

| <b>MOUSE</b>    |   |
|-----------------|---|
| Type            | Computer referral   |
| Series          | Wireless Mouse <ul style="list-style-type: none"> <li>• MX Master 3 (RM 449)</li> <li>• M729 Triathlon (RM 249)</li> <li>• M585 Multi-Device (RM 139)</li> <li>• M331 Silent Plus (RM 86)</li> <li>• M221 Silent Wireless Mouse (RM 69)</li> <li>• M179 Wireless Mouse (RM 49)</li> </ul>               |
|                 | Wired Mouse <ul style="list-style-type: none"> <li>• M100r Corded Mouse (RM 28.90)</li> <li>• G403 Mouse (RM 299)</li> <li>• G102 Mouse (RM 109)</li> </ul>   |
| <b>KEYBOARD</b> |   |
| Type            | Computer referral   |
| Series          | Wireless Keyboard <ul style="list-style-type: none"> <li>• MX Keys Keyboard (RM 489)</li> <li>• K380 Multi-Device Bluetooth Keyboard (RM 149)</li> <li>• K375 Multi Device Keyboard (RM 109)</li> <li>• K400 Plus Wireless Touch Keyboard (RM 199)</li> <li>• K270 Wireless Keyboard (RM 89)</li> </ul> |
|                 | Wired Keyboard <ul style="list-style-type: none"> <li>• Logitech K120 USB Standard Computer Keyboard (RM 42)</li> <li>• Logitech MK200 Multimedia Keyboard (RM 69)</li> <li>• G413 Keyboard (RM 429)</li> <li>• G512 Carbon Keyboard (RM 546)</li> </ul>  |