



Panasonic

COMPANY ANALYSIS

Panasonic Malaysia Sdn Bhd.

TECHNOLOGY ENTREPRENEUR (ENT600): CASE STUDY

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Table of Contents

ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	6
1.1 Background of Study	6
1.2 Problem Statement	7
1.3 Purpose of the Study	7
2.0 COMPANY INFORMATION.....	8
2.1 Background.....	8
2.2 Organizational Structure	9
2.3 Products/Services.....	10
TH-65JX800K 65 inch, LED, 4K HDR Android TV	10
Made in Japan Multi-door Refrigerator NR-F503GT-T7	10
LUMIX G Camera DC-G100V.....	10
2.4 Technology	12
2.5 Business, marketing, operational strategy.....	13
2.5.1 Business Strategy	13
2.5.2 Marketing Strategy.....	13
2.5.3 Operational Strategy	14
3.0 PRODUCT ANALYSIS	14
3.1 SWOT Analysis	14
3.1.1 Strength.....	15
3.1.2 Weakness	15
3.1.3 Opportunities.....	16
3.1.4 Threat	16
4.0 FINDINGS AND DISCUSSION.....	16
4.1 Findings.....	16
4.1.1 Problem 1 = Clothes are getting ripped	16
4.1.2 Problem 2 = Washing Machine bounce around	16
4.1.3 Problem 3 = It's smelly.....	17
4.2 Discussion.....	17
4.2.1 Solution 1 = AI washing machine.....	17
4.2.2 Solution 2 = TurboWash 360.....	17
4.2.3 Solution 3 = Steam.....	17
5.0 RECOMMENDATION AND IMPROVEMENT	17

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EXECUTIVE SUMMARY

This subject is an attempt for student to know how to understand and study the business theory of a certain company that can be put into practical situation. Hence as for me, I was giving an opportunity to study on the business theory and rules which run an electrical and electronic appliances manufacturer product which is Panasonic Malaysia Sdn Bhd. Where company based in Malaysia

For its electrical and electronic, Panasonic is a well-known global brand. As a result of its global popularity, Panasonic has established its own branches all over the world. For centuries, the Panasonic brand has been trusted for its products, which are used in both domestic and industrial settings. Panasonic manufactures famous with durable and long-lasting products that are both high in quality and low in cost.

This helps Panasonic maintain its reputation as a trustworthy brand, even though it competes in the same field with Khind, Toshiba, Samsung, and others. However, there should be more research and analysis. Therefore, in this case study, the project will focus on one of the domestic appliance's products called as Washing Machine which used to analyse, research, and identify the current problems with the goods, as well as to propose a viable solution that the company could use to improve the existing products.

2.3 Products/Services

Category of product	Name of product	Description
Tv & Av	 <p>TH-65JX800K 65 inch, LED, 4K HDR Android TV</p>	<p>JX800 Series 4K LED Android TV™ has an IPS Super Bright Panel Plus for colourful pictures. This attractive set is easy to use and offers a host of streaming choice. Our HCX Processor refines the picture so must-see dramas look amazing too.</p>
Home Appliances	 <p>Made in Japan Multi-door Refrigerator NR-F503GT-T7</p>	<p>Panasonic refrigerators support healthy lifestyles to create fresh moments every day. Prime Fresh - 3°C soft freezing keeps food fresh, nutritious and makes cooking preparation easy as no defrosting is needed.</p>
Cameras & Camcorder	 <p>LUMIX G Camera DC-G100V</p>	<p>High image and audio quality join simple operation in a handy compact body. It's the digital single-lens mirrorless camera (DSLM) designed especially for content creators.</p>
Air Solutions	 <p>1.5HP X-Premium Inverter R32 Series Air Conditioner</p>	<p>The water-based nanoe™ X particles can effectively reduce strong odours and inhibit harmful pollutants like bacteria and viruses, mould, allergens, pollen and hazardous substances. The nanoe™ X particles can even moisturise skin and hair.</p>