



اَوْبَهُوَ سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

MUJI

無印良品

COMPANY ANALYSIS

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EXERCUTIVE SUMMARY

MUJI company is a Japanese's company that focusing on its no-brand with minimalist concept. In this study, I was given the opportunity to do an analysis regarding to the product I am interested to develop later on. Even though, there are a lot of different types of product released by the company themselves, I choose a cutting board as part of my research in this case study. The product that I want to develop is Chopboard – Smart Cutting Board, which made from the bamboo woods with different features on it along with the minimalist design.

Besides, I have done various analysis on MUJI company to determine and examine their SWOT (strength, weakness, opportunities and threats). Based on SWOT analysis, there are three weaknesses will be stated which giving me the idea to produce new innovation or improvement product that could overcome the issue in the future. If the product that is about to be proposed is successful, it would be a great product for everyone to use and it could help in marketing strategy compared to other companies.

2.2 ORGANIZATIONAL STRUCTURE

This is an organizational chart by MUJI company in Japan based of 2019.

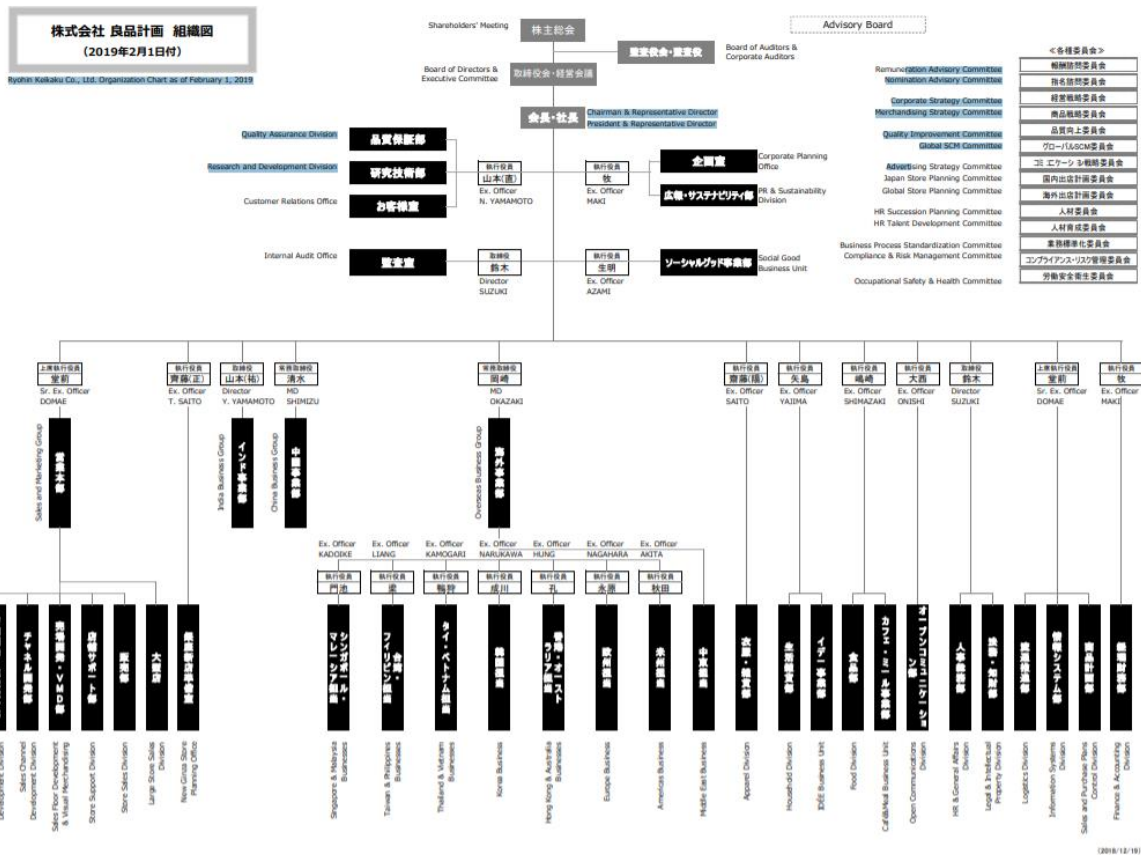


Figure 2 1: Organization Chart for MUJI Company in 2019

Figure 2.2: Organization Chart for MUJI Company in 2019

2.3 PRODUCT/SERVICE

MUJI offers a wide range of products that are divided into 40 categories. They have more than 20 products in each category. Here are some MUJI product examples.

NO.	PRODUCT	DESCRIPTIONS
1	FASHION	MUJI clothing has been described as a "fashion alternative." They're elegant and simple in terms of look. They are meant