



Panasonic

COMPANY ANALYSIS

PANASONIC

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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NAME	: NOR SYAZWINA BINTI MOHD HANAFIAH
LECTURER	: DR. FARAH LINA AZIZAN

TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	2
2. COMPANY INFORMATION	
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products/Services	5
2.4 Business, marketing, operational strategy	8
3. PRODUCT ANALYSIS	
3.1 SWOT Analysis	11
4. FINDINGS AND DISCUSSION	
4.1 Findings	14
4.2 Discussion	14
5. RECOMMENDATION AND IMPROVEMENT	16
6. CONCLUSION	16
7. REFERENCES	17
8. APPENDICES	18

LIST OF FIGURES

		PAGE
FIGURE	NAME	
2.2	Organizational structure	4

LIST OF TABLE

		PAGE
TABLE	NAME	
2.3	Products	5
3.1	SWOT Analysis	11

EXECUTIVE SUMMARY

If electronic objects are used properly, they can provide many benefits in everyday life. Work can be completed more quickly and effectively when electronic devices are present. Soiled clothing, for example, is far easier to wash in a washing machine than they are by hand. The evolution of electronic product functionalities and types from day to day is strong proof of technical progress. Unapproved electrical goods might put your life, your home, or a loved one in danger. The inadequate quality of electronic goods will make customers feel uncomfortable. Electronic products are becoming more popular. A wise customer will choose and acquire electronic gadgets with the greatest features and specs from companies that manufacture high-quality electronic equipment. Unapproved electronic goods are not only cheaper and save you money, but they can also be a fantastic investment.

This research will look at the advantages and disadvantages of one of Panasonic's products. Based on the analysis, I'll come up with a suggestion for how to increase the product's quality.

Panasonic ovens do not allow food to be chilled or frozen. The surface of the Panasonic oven is not thermally insulated. The open and large surface of the oven will be filled with hot heat when cooking food in it. This puts the safety of everyone in the neighborhood in jeopardy, especially slaves and the elderly. Panasonic should include an oven capability that allows hot food to be cooled as well as baked and heated. With the multifunction feature, the oven may be used to make ice cream. To make the oven heat resistant, Panasonic will have to modify the surface. The user is put in danger by a hot oven surface. To protect consumer safety, Panasonic should improve the quality and safety of their ovens.

The oven can make ice cream in addition to making cakes. Panasonic's ovens need to improve their systems, functionality, and other characteristics. Panasonic firms should modify or improve the surface of their ovens to make them heat insulators, in my opinion. A multifunction oven with several functions can also improve the quality of the oven. Panasonic ovens will attract purchasers' interest over ovens from other manufacturers because they have full systems and functionalities.

1. INTRODUCTION

1.1 Background Of The Study

The discovery of numerous technological goods has undeniable advantages in ordinary human life. Furthermore, as the era advances, so does the existing electronic equipment, making life more modern and convenient. Many benefits of electronic objects can be acquired for everyday life if they are used effectively. Many daily tasks in today's world rely on electronic devices. In the presence of electronic things, the work can be accomplished more swiftly and effectively. Electronic equipment that is always improving will undoubtedly make it easier for humans to do tasks more rapidly. Washing soiled clothes, for example, is far easier to complete in a washing machine than it is to do so by hand. Aside from that, the oven can be used to bake cakes and other foods.

The existence of technological things can save time in addition to making it easier to accomplish a job fast. Using the capabilities of a rice cooker, for example, will indeed speed up and ease the process of cooking rice. You may do other work while waiting for the rice to cook in the rice cooker, allowing you to make better use of your time. Electronic devices can lower the amount of energy used to complete work, in addition to making time management more efficient. The energy used to conduct manual work can be considerably reduced by employing electronic products such as washing machines, vacuum cleaners, and other similar devices.

The evolution of the functions and types of electronic products from day to day is clear evidence of technological advancement. Unlike in the past, when people relied solely on newspapers for information, electronic devices such as radio and television allow the public to receive the most up-to-date information fast, even while the news is being delivered. People may quickly access many types of information from all over the world, especially with electronic gadgets that are connected to the internet.

1.2 Problem Statement

Consumers can now purchase electrical goods on the internet. Unapproved electrical goods may be less expensive and save you money, but they can cost you your life, your house, or the life of a loved one. Consumers will be insecure due to the low quality of technological goods. For example, if not handled properly and positioned in a suitable and safe location, an oven

that is hot while in use might threaten the lives of youth and adolescents. People are increasingly using electronic goods. A sensible buyer will select and purchase electronic devices with the best features and specifications from companies that provide high-quality electronic products.

1.3 Purpose Of The Study

The purpose of this study is to think of an idea to create and improve the quality of the product from the existing product. In this study, I will choose one of the Panasonic products and identify the strengths and the weaknesses of the product chosen. From the analysis, I will think of an idea on how to improve the quality of the product. In analyzing the product, I will use the SWOT analysis which is an effective way to identify the strengths and weaknesses, and also examine the opportunities and threats that the product face. Last but not least, this study will improve my critical thinking skills and aims to improve the knowledge of my study.

2. COMPANY INFORMATION

2.1 Background

Panasonic Corporation is a major Japanese multinational electronics corporation that was founded by Konosuke Matsushita in 1918 as a light bulb socket manufacturer company. The company is headquartered in Kadoma, Osaka, Japan. From the beginning of 1935 to October 1, 2008, the company's name was not Panasonic Corporation but its name was Matsushita Electric Industrial Co (MEI). The name change to Panasonic Corporation as its global brand name was approved at the shareholders' meeting on June 26, 2008, after the consultation with the Matsushita family. In the late 20th century, Panasonic was one of the world's largest makers in consumer electronics. They offer a wide range of products and services, including rechargeable batteries, automotive and avionics systems, industrial systems, as well as home renovation and construction. They expand their market around the world and they have their overseas operations in North America, Europe, and also Asia. They continue to expand until now the market reach Malaysia. Panasonic continues to create and develop more electronic devices to ease the daily life of their consumer that bring a new era of technology to the world. In Malaysia, the branch company for the Panasonic Corporation is was named Panasonic Malaysia Sdn Bhd. The company helps engage in the business of sales, service, and marketing for the Panasonic brand products of the electrical and electronic consumer. The company has been long-standing for more than 30 years since its first establishment. The philosophy used by Panasonic is "A Better Life, A Better World", based on that philosophy Panasonic is committed to creating a better life and a better world to bring happiness for the people around the globe by continuously contributing to the evolution of society. Panasonic also has its basic management objective that will be served as the foundation for all the Panasonic management activities.

2.2 Organizational structure

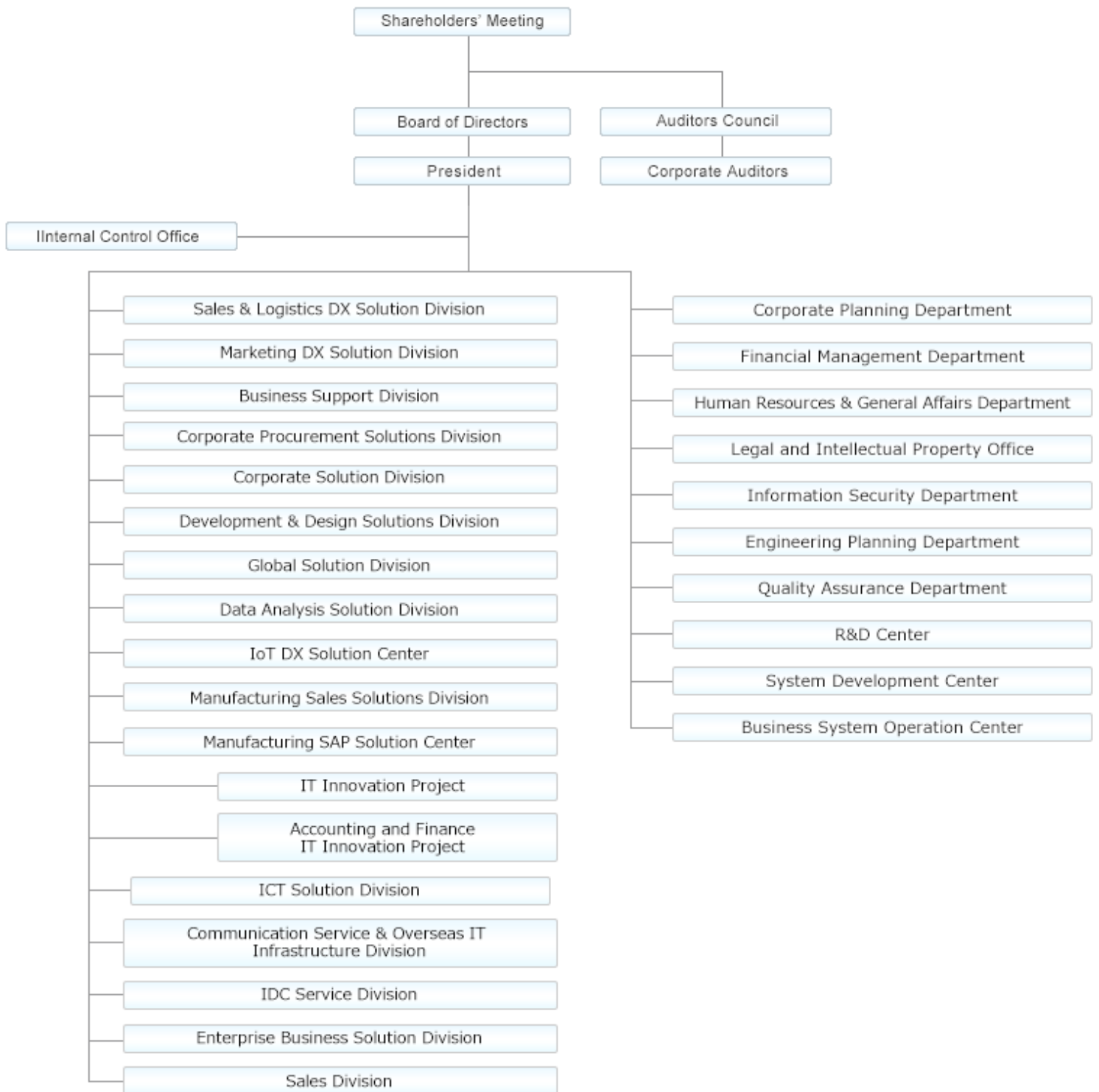












Figure 2.2

2.3 Products

There are many products in Panasonic company. The products are divided into various categories and each category contains many types of products. In addition, in every type of product, there are also many kinds of products for each type of product. There are a few examples of products of Panasonic in the table below.

Category of product	Types of product	Name and Features
TV & AV	a. Television 	<ul style="list-style-type: none"> ➤ LED TV TH-65JX800K 65 inch, LED, 4K HDR Android TV ➤ Smarter entertainment ➤ Crisp colours ➤ Accurate picture ➤ Big screen with sound to match
	b. Headphone 	<ul style="list-style-type: none"> ➤ RB-M700B Deep Bass Wireless Headphones - Well-defines deep bass response - Powerful vibe - Feel the bass without noise - Gentle fit for any ears
Air Solutions	a. Air conditioner 	<ul style="list-style-type: none"> ➤ CS-XU10XKH-1 (1.0HP) - Air protection all-day - Effective in inhibiting adhered virus Covid-19 - Dust removal - Humidity sensor
	b. Ceiling fan 	<ul style="list-style-type: none"> ➤ F-MQ409-DG Oscillation Fan - Thermal safety fuse - Durable condenser motor - 360° Oscillation circle - Regular 5-speed

Home appliances	<p>a. Vacuum cleaner</p> 	<ul style="list-style-type: none"> ➤ MC-CG370GV47 Strong Suction - Big handle - 3.0 kg lightweight - Max. Input power 850 W - Suction power 250 W
	<p>b. Washers & dryer</p> 	<ul style="list-style-type: none"> ➤ NA-S106FX1LM - Hygienic care - Safe & reliable - Allergen & stain removal - Fine foam
	<p>c. Iron & garment steamer</p> 	<ul style="list-style-type: none"> ➤ NI-U600CASK - Powerful MAX.2300 W - Easy and stable glide - Safe auto shut-off - Micro spray
Kitchen appliances	<p>a. Cubie, microwave & electric oven</p> 	<ul style="list-style-type: none"> ➤ NU-SC300BMPQ - Versatile cooking enjoyment - 30 Auto menus - Healthy steam - High-temperature steam
	<p>b. Breakfast appliances</p> 	<ul style="list-style-type: none"> ➤ NC-GF1WSK Coffee Maker - Anti-drip valve - Waterproof power switch
Beauty & health care	<p>a. Hairdryer</p> 	<ul style="list-style-type: none"> ➤ EH-NA55PN655 - Dual voltage for global use - Balanced airflow - User-friendly ergonomic design







	<p>b. Epilators & lady's shaver</p> 	<ul style="list-style-type: none"> ➤ Epilator ES2082P503 - Gentle epilation for legs, arms, and underarms - For wet and dry - Skin guard
Cameras & camcorder	<p>a. LUMIX G Mirrorless (DSLM) camera</p> 	<ul style="list-style-type: none"> ➤ Lumix DC-GH5A - 20.3MP Pixel-Perfect Shooter - Ultra-fast motion detection & focus - Splash/dust/freezeproof rugged design
	<p>b. Camcorder</p> 	<ul style="list-style-type: none"> ➤ Camcorder HC-V180 - 90x Intelligent / 50x Optical zoom - BSI Sensor
Phone, fax & video intercom	<p>a. Cordless phone</p> 	<ul style="list-style-type: none"> ➤ KX-TGB31ML1 - Nuisance call block - Enhanced receiver volume - User-friendly - Modern and functional
Battery & torchlight	<p>a. Battery</p> 	<ul style="list-style-type: none"> ➤ Alkaline LR6T/2B(AA size) - Technologies: Anti-leak protection - Store batteries safely for up to 10 years - Triple tough coating
	<p>b. Battery appliances</p> 	<ul style="list-style-type: none"> ➤ One-touch LED round lantern BF-AL05BT - 2-way design for a night out a torch - One-touch on/off function - Strong/weak modes

Table 2.3

2.4 Business, marketing, and operational strategy

2.4.1 Business strategy

Panasonic has been operated to provide the best product quality to its consumers. Panasonic has been actively engaged in producing technologies involving electrical appliances with various product lines to ease modern lifestyles. Even though Panasonic has been producing a lot of useful electrical products, the competition from other brands which produce the same product lines can be highly competitive. For example, Philips, Khind, Sharp, and Toshiba are also trusted brands by Malaysian households. These brands also provide top-quality appliances for years alongside Panasonic. Panasonic uses this opportunity to continue serving the best electrical appliances with advanced technologies.

Panasonic Malaysia also has achieved the award of a trusted brand and all of the electrical appliances under this brand are certified by SIRIM which is safe to be used according to the electrical standards in Malaysia. Therefore, when new products are introduced by Panasonic, their strategy to promote their products will still be accepted by many consumers.

2.4.2 Marketing strategy

Panasonic Corporation is a Japanese company that sells a wide range of electrical and household goods. It was established about a generation ago. It is the world's seventh-largest consumer electronics corporation in terms of sales. Consumer electronics, construction, rechargeable automotive batteries, industrial systems, home renovations, avionic systems, real estate, software, and home appliances are among Panasonic's key goods. Other than being the largest company in Japan, Panasonic has established itself as an industry leader. Panasonic's assets are valued at more than \$60 billion, and the company has a leading market position. It puts the corporation at the top of the domestic consumer electronics industry. Together with sponsored international events, Panasonic advertises and promotes its goods through numerous platforms such as billboards, social media platforms, print media,

TV channels, and others. Fujifilm, Nikon, Canon, Sharp, Philips, Sony, Haier, LG, and Samsung are among Panasonic's main competitors. However, the corporation employs over 259,358 people to handle its many activities throughout the world.

Panasonic has been in Malaysia since 1976, offering a diverse variety of products and services to the local market. Over the past 40 years, the brand has worked hard to earn Malaysians' trust. Panasonic's marketing strategy assists the company in establishing a competitive market position and achieving its business goals and objectives. Panasonic analyzes the brand based on marketing mix which refers to a unique blend of product, distribution, promotion and pricing strategies or also known as the four Ps which are product, price, place and promotion.

Firstly, product refers to the product offering and product strategy. Panasonic began its career by producing bicycle lighting sold under the National brand. Later, it began producing electrical products and components such as electric irons and light fixtures. Following World War II, Panasonic began dealing in radios and appliances. Then, the company began making television sets in 1961 and is now the world's fourth-largest television producer. Panasonic has a variety of products and services that fulfill customers' needs in daily life such as refrigerators, air conditioners, washing machines, electronic devices and others. Next, Panasonic's marketing strategy in price is that they are always producing their product suitable for all types of customers. Through its affordable and reasonable price approach, the company guarantees that products are available to all segments of society. The brand has maintained a low-profit margin, which has resulted in increased sales statistics and higher revenues for the company.

Furthermore, place involves all business activities that are concerned with the distribution of finished products from the manufacturer to the final customer. Panasonic began its career in Japan, and during World War II, it expanded across numerous countries in Asia. Panasonic products can be acquired at official outlets, shopping malls, franchised outlets, merchants, and internet shopping sites. Nowadays, Internet has been a major selling outlet for the company as it is easier for the customer to purchase orders online anytime and anywhere. Lastly, promotion is to inform, persuade and remind target markets about the benefit of the product. Panasonic has always believed in large-scale promotions to advertise its diverse products and services. They have chosen numerous celebrities as brand ambassadors to

improve brand visibility and advertising promotion. The promotional approach in Panasonic's marketing mix focuses on fully branding through the use of all media for advertising. Panasonic has entered into different sponsorship agreements to retain its presence in the worldwide market, such as sporting events, football teams, events and others.

2.4.3 Operational strategy

When compared to other brands such as Samsung, Harman International, and Canon, Panasonic is one of the world's largest electronics firms. When compared to its competitors, Panasonic ranks first in terms of product quality, price position, and customer service. Panasonic Corporation manufactures and sells a wide range of products and services, including rechargeable batteries, automotive and avionic systems, industrial systems, and home renovation and construction.

While Panasonic Malaysia products range from Home Appliances, Audio-Visual, Digital Cameras, Air-Conditioners and Business Systems to Batteries and Lightings. Through their subsidiary, Panasonic System Engineering Sdn Bhd they also offer Total System Integrator for Panasonic products.

Panasonic Malaysia Sdn Bhd was established on October 1, 2003. Panasonic Malaysia now has a widespread distribution network across Malaysia. Their primary manufacturing factories are in Klang Valley, Kedah, Johor, Malacca, and Penang. Aside from that, several cooperative retailers sell Panasonic Malaysia products. Panasonic Malaysia Sdn Bhd also offered its products through e-commerce sites such as Lazada and Shopee due to the increasing demand for the product.

Panasonic's brand slogan "A Better Life A Better World" aims to concisely express their basic management objective which is recognizing their responsibilities as industrialists, they will devote to the progress and development of the society and the well-being of people through their business activities, thereby enhancing the quality of life throughout the world.

3. PRODUCT ANALYSIS

3.1 SWOT Analysis

This SWOT analysis shows the strengths, weaknesses, opportunities, and threats of one of Panasonic products which is the oven from the kitchen appliances.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• A well-known brand worldwide• Has a wide range of product options• High-quality product	<ul style="list-style-type: none">• A premium product• Rarely seen on television or social media• There are not many color options
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Frequent improvements• A booming market• All generations can use the products.	<ul style="list-style-type: none">• Has a strong competitive position• The unpredictability of the product's profit• Other companies might well have similar ideas

Table 3.1.

3.1.1 Strengths

First and foremost, the Panasonic oven is a well-known electronic appliance. This is because Panasonic is a well-known company both in Malaysia and internationally. Second, Panasonic offers a variety of ovens with varying specifications and features. This may pique buyers' interest in purchasing the oven of their choice. Last but not least, Panasonic items are of high quality. In comparison to other companies' products, the Panasonic oven is of great quality. Their ovens have extremely high-quality features that can entice clients to purchase their products above those of other competitors.

3.1.2 Weaknesses

First and foremost, Panasonic is a high-end manufacturer. Their ovens, for example, are both expensive and unaffordable. Some purchasers will be unable to purchase Panasonic ovens due to this pricing range. Panasonic's profitability may suffer as a result of this. Aside from that, Panasonic products like the oven are rarely shown on television or social media. On social media sites like Instagram, Facebook, and Twitter, advertisements for Panasonic ovens are less noticeable. Even though Panasonic has its website, they do not actively promote its products on social media. Finally, Panasonic ovens come in a limited range of colors. Only a few color collections, such as black and grey, are available. They don't have brightly colored ovens, such as red, green, or blue, to attract customers.

3.1.3 Opportunities

Panasonic has made frequent upgrades to this Panasonic oven product opportunity. Panasonic is always increasing the quality of its products. They improve and enhance the quality and features of their ovens, for example. This will raise their company's profile in the eyes of the public. Panasonic is also a rapidly growing market. Panasonic produces household and kitchen equipment, which have a significantly larger global demand, in addition to almost 'luxury' consumer electronics. Panasonic goods are also in high demand in smaller areas. The final point is that the products are suitable for all generations. Electronic devices, in my opinion, can be used by any generation now or in the future. This is because electronic goods are a technology that will make everyone's daily work easier. Technology will continue to advance, allowing Panasonic to improve the quality of its products while also attracting buyers to electronic items that can help them save time.

3.1.4 Threats

Panasonic, for one, has a solid competitive position. Numerous electronics companies around the globe produce sophisticated and high-quality goods. If Panasonic is unable to compete with its own company, it will be left behind. Panasonic must remain consistent and stay up with today's rapidly changing technology and system developments. Next, there is an unpredictability in the earnings of the product with Panasonic. Ovens, as we all know, are a product that is rarely purchased. The oven isn't like gas, which is a daily requirement. The Panasonic corporation, as a result, is unable to determine the exact profit. Depending on the buyer, there are times when they make a lot of money and times when they make a lot of money. Finally, other businesses may have comparable ideas. The majority of technological goods serve the same purpose. As a result, other companies can readily steal or copy the Panasonic company's invention. As a result, the Panasonic corporation should create oven products and other items that are unique, high-quality, and appealing.

4. FINDINGS AND DISCUSSION

4.1 Findings

Problem 1: Food cannot be refrigerated or frozen in Panasonic ovens.

Ovens are commonly used to bake cakes and bread, as well as to heat food. The oven has no further purpose, such as cooling or freezing food or drink. When food is hot, for example, it cannot be immediately cooled or reheated in the oven. If the food is overly hot, this will lead individuals to be unable to eat it promptly. If a person is in a condition of confusion, he will not have time to eat because the meal is freshly made and still hot. This will have an impact on day-to-day activities.

Problem 2: The Panasonic oven's surface is not thermally insulated.

An oven is an electronic device that uses a high current of energy and heat to operate. When utilizing the oven to cook food, the open and wide surface of the oven will be filled with heated heat. This will jeopardize the safety of anyone in the area, particularly slaves and the elderly. It will harm the user and his family if it is not properly cared for and used. People's skin will be burned by the high heat on the oven's surface. Furthermore, if the oven is put in an area with cloth or goods that cannot be exposed to fire or heat, the oven's heat has the potential to ignite a fire.

4.2 Discussion

Suggested solution for problem 1: Panasonic should add a multipurpose option to their oven.

Panasonic needs to include a multifunctional option in their oven to solve this problem. Panasonic should add an oven feature to cool hot food in addition to baking and heating it. This may make it easier for people to eat hot food that has been cooled to a specific temperature in an oven. The oven may be used to manufacture ice cream using this multifunction capability. For each use, such as freezing, heating, baking, creating ice cream, and so on, the oven will have a button that will light up.

- Benefits: It can make an easier way to eat food daily. There's no need to wait a long time to consume anything difficult, and there's no need to put ice cream in a crate, for example.
- Disadvantages: a complex and secure system is required. It also has a high price tag.

Suggested solution for problem 2: Modify the oven's surface that can withstand heat.

Panasonic will need to change the oven's surface to make it heat resistant. A heated oven surface puts the user in danger. As a result, Panasonic must modify or upgrade the oven's complete surface from non-thermal to thermal insulation. They should improve the quality and safety of their ovens to ensure consumer safety while also increasing market demand. If the oven's specifications are updated to make it safer, buyers will be more inclined to buy Panasonic ovens. People will be less likely to be injured if heat-insulating surfaces are used. It will be a user-friendly product that attracts everyone's attention and encourages them to utilize it.

- Benefit: improves the safety of users and those around them.
- Disadvantages: adding more internal things will certainly increase the oven's weight.

5. RECOMMENDATION AND IMPROVEMENT

I would like to provide some suggestions for improving the oven's features based on my observations in this case study of its benefits and disadvantages. First, I propose that Panasonic make their oven multifunctional. Food will be heated and cooled in their oven. Furthermore, in addition to baking cakes, the oven can manufacture ice cream. For those who do not have access to a refrigerator or whose refrigerator is broken, this oven can be used to produce ice cream. To manufacture ice cubes or other related chilling, people can use this multifunction oven instead of the refrigerator.

Second, I propose that Panasonic companies alter or improve the surface of their ovens to make them thermal insulators. When used, electrical goods with a heat-resistant surface are safer. These two suggestions will undoubtedly increase the Panasonic oven's quality while also generating a significant profit from the sale of this multifunction oven and thermal insulation.

6. CONCLUSION

To summarise, electrical goods are quite vital in everyday life. For everyone's protection, ovens must have exceptional safety features. An oven with multiple functionalities can also increase the oven's quality. Rice cookers, breadmakers, and water fryers are all fantastic competitors for the oven. As a result, Panasonic needs to improve the systems, functionalities, and other features of its ovens. Furthermore, ovens with full systems and functions, such as multipurpose, heatproof, auto button, and huge capacity, will pique buyers' interest in Panasonic ovens over ovens from other manufacturers. The availability of increasingly advanced technology has increased competitiveness, particularly in the field of electronics, which is in high demand around the world.

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APPENDICES

Panasonic



