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LG

COMPANY ANALYSIS LG ELECTRONICS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAMME: BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS

SEMESTER: 6

GROUP: RCS2486C

PROJECT TITLE: BLUETOOTH EXTERNAL HARD DRIVE

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EXECUTIVE SUMMARY

LG Corporation is a global firm based in South Korea and it is South Korea's second-largest company. This company manufactures display devices, home appliances, multimedia goods, electronic parts, and developing software. This case study focuses on the external hard drive manufactured by LG. The main reason people used the external hard drive is to store data such as work, pictures, videos, and others. Besides, users only can access it when the external hard drive is connected to the computer by using the USB cable. Besides, this study also analyzes the strengths, weaknesses, opportunities, and threats of the product. In this way, we can find the major problem of the external hard drive and also figure out the best solution for this problem to improve it. The major problem with the external hard drive is the user needed the USB cable to connect the external hard drive with other devices. This brings inconvenience to the user to use it. Hence, this study suggests the best solution for this problem which is using Bluetooth to connect it. Since it is wireless, people feel more convenience when using it. Therefore, with Bluetooth technology implemented on the external hard drive, LG can attract more customers and give a good profit to the LG. In addition, the competition between LG and other companies that offer similar functions as the external hard drive will be decreased since LG improves on their product.

1.0 INTRODUCTION

1.1 Background Of Study

The external hard drive is a device that connects to the outside of a computer via a USB connection and is frequently used to back up computers or as a portable storage solution. It can keep various things such as software, applications, photos, and videos. The external hard drive is the innovation from the hard drive. To meet commercial demands, hard disc drive technology has evolved. It began when IBM recognized the need for a type of data storage that was both quickly readable and cost-effective for large amounts of data in 1953. In 1956, the IBM team, led by Reynold Johnson and based in San Jose, began work on the first hard disc drive. After that, within the computer industries in 1994, Reynold B. Johnson's original external hard drive concepts were reformed. Seven technology powerhouses which are Compaq, DEC, IBM, Intel, Microsoft, NEC, and Nortel introduced Universal Serial Bus or USB technology. Then, these companies invented the external hard drive technology that existed today.

Today, many new technology products have been offered for the user. According to Rodriques & Black (2012), people rising in demand for faster download, broader reach, and newer applications need to be provided consistently. Hence, the companies catch up faster to make new products or an innovation that meets user demands to compete with other companies that offer the same function. Therefore, this study wants to improve the external hard drive which follows the current technology so that it can be chosen by the users to use for storing data.

1.2 Purpose of Study

The purpose of this case study is to get an insight into the company of LG and analyze its products. Besides, this case study aims to identify the strengths, weaknesses, opportunities, and threats of the company's product. From this, this study will provide solutions that can able address their problems. Therefore, the company can reach out to more customers to buy their products. Hence, the profit of the company will be rise.

1.3 Problem Statement

With the world growing fast, everything needs to be done fast including data sharing. To transfer the data on the external hard drive, the external hard drive needs to connect to a computer through USB but there are a few problems regarding connecting to the USB. The USB data transmission rate is determined by the type of cable used, which may or may not be completely functional. Besides, the USB does not offer the same level of mobility as wireless technology. Moreover, the external hard drive is quite inaccessible. To see the type or name of files on the external hard drive, the user needed to open the computer or laptop by connecting it with USB. Therefore, this makes it a little hard and wastes time for users. Besides, the external hard drive is also hard to trace if is lost. Therefore, the user will face many difficulties when using it.

2.0 COMPANY INFORMATION

2.1 Background Company

LG Electronics is a core company of South Korea which is headquartered in Seoul. It was founded by In-Hwoi Koo back in 1958 as a division of the LG Corporation that engages in five business units which are the manufacturing of display devices, home appliances, multimedia goods, electronic parts, and developing software. LG Electronics' history has always been surrounded by the company's ambition to make people's lives better. This is because of their mission to sustain their hard-earned reputation by adding value to customers' lives. In the early days, the company had contributed as the country's first electronic producer for radios and televisions. Over the several decades, the company has been in close competition with Samsung Electronics over the production of home appliances. Moreover, due to the increased competition with Chinese rivals in consumer products, LG Electronics aims to raise sales by setting up another division specialized in research and development and supply to automakers such as Hyundai. LG also has been trying to reduce manufacturing costs while putting a greater emphasis on developing a value-added customer base and providing excellent customer service. Therefore, today, the company stands as the third-largest conglomerate business in South Korea, employing nearly forty thousand people worldwide. As of 2019, the global revenue of LG Electronics amounted to 56.5 trillion South Korean won, which is about 55.76 billion USD.

2.2 Organizational Structure


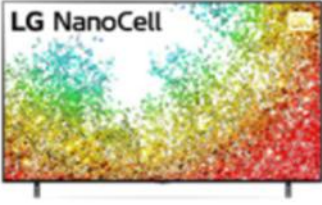




Figure 2.2: Organizational Structure of LG

2.3 Product/Service





LG is well known in the electronics industry. Televisions, home theatre systems, refrigerators, washing machines, computer monitors, wearable gadgets, solar modules, smart appliances, and, formerly, smartphones are among LG Electronics' goods. LG Factory Service Technicians deliver excellent In-Home Repair Service for LG Appliances and TVs across the United States at no additional cost. LG Factory Service is a part of LG Electronics, Inc., the

world's leading manufacturer of appliances and electronics. There are some of the examples of the product in the table below:

Type of products	Name of product	Description
1. LG TV / Audio	<p data-bbox="683 457 893 485">LG OLED TVS</p> 	<ul style="list-style-type: none"> • OLED Evo • Gallery Design • Eye Comfort display • α9 Gen4 AI Processor 4K: AI Picture Pro, AI Sound Pro • AI TinQ: Home Dashboard, Hands-free Voice Control • True Cinema Experience: Dolby Vision™ IQ, Dolby Atmos®
	<p data-bbox="641 1390 933 1417">LG NANOCELL TVS</p> 	<ul style="list-style-type: none"> • Pure Colors in Real 8K • NanoCell Technology • Deep Black with Full Array Dimming

		<ul style="list-style-type: none"> • LG α9 Gen 4 Intelligent Processor 8K • Dolby Vision Dolby Atmos
	<p>LG Soundbar SP7Y</p> 	<ul style="list-style-type: none"> • Meridian • TV Sound Mode Share & Soundbar Mode Control • High-Resolution Audio • DTS Virtual:X • New Sound Modes • AI Sound Pro
	<p>LG SJ2 Soundbar</p> 	<ul style="list-style-type: none"> • Compact Style Design • Subwoofer • Bluetooth Connectivity • Bluetooth Stand-by • Control with your TV Remote
2. Appliances	Multi-Door Refrigerators	<ul style="list-style-type: none"> • Inverter Linear Compressor • Instaview • Slim Fit

		<ul style="list-style-type: none"> • LINEAR Cooling™ • DoorCooling • Multi Air Flow
	<p>Twin Load Washers</p> 	<ul style="list-style-type: none"> • Slim Inverter DD • Perfect solution for daily loads • Delicate Wash • Smart Diagnosis™
	<p>7kg Ductless Dryer with Sensor Dry</p> 	<ul style="list-style-type: none"> • Sensor Dry • Rack Dry • Lint Filter • Ductless • Two-Way Tumbling • Stainless Steel Drum
	<p>LG PuriCare™ Tankless Water Purifier with 3-stage filtration & Tankless Hot & Ambient Water</p>	<ul style="list-style-type: none"> • Tankless Hot & Ambient Water • Total Service Care 1,2,3 • Slim Design

		<ul style="list-style-type: none"> • Ergonomic Touch Display
<p>3. Air Conditioners</p>	<p>OHP Dual Inverter Classic Air Conditioner</p> 	<ul style="list-style-type: none"> • Faster Cooling • Energy Saving • Less Noise • DUAL Inverter Compressor™
<p>4. Computers Products</p>	<p>21:9 UltraWide Monitors</p> 	<ul style="list-style-type: none"> • 34" Curved 21:9 UltraWide® • 3440 x 1440 QHD Resolution • Nano IPS Display • DCI-P3 98% (Typ.) Color Gamut • VESA DisplayHDR™ 400
	<p>PB62G</p> 	<ul style="list-style-type: none"> • RESOLUTION • BRIGHTNESS (ANSI-LUMEN) • CONTRAST RATIO

		<ul style="list-style-type: none"> • LAMP LIFE (HOURS)
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Figure 2.3: Type of Product and Description

2.4 Business, Marketing, and Operational Strategy

2.4.1 Business Strategy

LG uses difference as the main principle in their business strategy to provide items and services that are distinctive to the market. They must invest in research and development, (R & D) to assist the creation of new generation devices to meet the growing demands of customers. Their unique selling proposition, USP is built on a wide range of TFT-LCD screens that offer a slim and stylish appearance. Furthermore, their goal includes enhancing customer alignment so that they can better respond to their customer’s demands in a fast and effective manner.

LG’s vision is to become the market-leading company with broad market recognition. The company will succeed through the constant development of capability based on ethical management. LG Electronics ‘Jeong-do Management’ embodies their high ethical standards and doing business transparently and honestly. It is a unique way for LG to conduct business and, at its core is a commitment to fair competition in the market. The principle of management is embodied in their declarative code of ethics and practice guidelines, thereby forming the foundation of the thinking and behavior of everyone associated with the company.



Figure 2.4.1: Business Strategy in LG Corporation

LG intends to spread the management philosophies of ‘creating value for customers’ and ‘respect-based management’ allowing for more responsible and open management. LG continues to develop as the global leading company through seeking greater public benefits founded in cooperation, mutual trust, and respect for the free market company.

Besides, meeting strategic objectives might provide an advantage over the competition. It can also result in rapid innovation and new product development, design and technological innovation, increased product sales, market share, and corporate value. Fast growth is the result of implementing strategies designed to swiftly expand market size and earnings, with an eye toward monetary growth.

2.4.2 Marketing

- **LG Pricing Strategy**

LG's pricing strategy comprises mostly of items with a fair profit margin. It contains a wide range of items ranging in price from cheap to high. When the corporation first released its products in India, they were quite expensive. However, when it expanded its manufacturing facilities, the product's pricing fell, resulting in a rise in the company's sales volume. As a result, the company has expanded its reach into rural regions by offering items at significantly lower prices to increase sales volume.

- **Promotion by Advertising and Social Media**

By promoting the company through numerous channels of communication, the promotional strategy helps in the creation of widespread brand awareness. Next, because the corporation believes in selling things directly to clients, advertising plays an important part here. The corporation has marketed through a variety of mediums, including television commercials, magazines, newspapers, and the internet. Finally, they provide fantastic offers through this medium, resulting in increased market sales. In 2010, the firm announced that it will ramp up its marketing efforts and introduce a few new goods.



Figure 2.4.2: Lee Zii Jia as LG Malaysia ambassador.

LG Malaysia has engaged star badminton player Lee Zii Jia as a brand ambassador for its unique LG PuriCare™ brand. The collaboration with Lee Zii Jia demonstrates LG's dedication to supporting a health-centric lifestyle for Malaysians, as well as its ongoing efforts

to create revolutionary products that are Clean, Quick, and Precise, and that benefit the community. Since Lee Zii Jia has gained popularity due to his success in badminton, LG intends to collaborate with Lee Zii Jia to educate and raise awareness among Malaysians about the importance of health and hygiene in today's world.

LG also actively promote their products on Facebook, Twitter, and Instagram since many people use social media nowadays. This way LG can reach more people to know about their product.

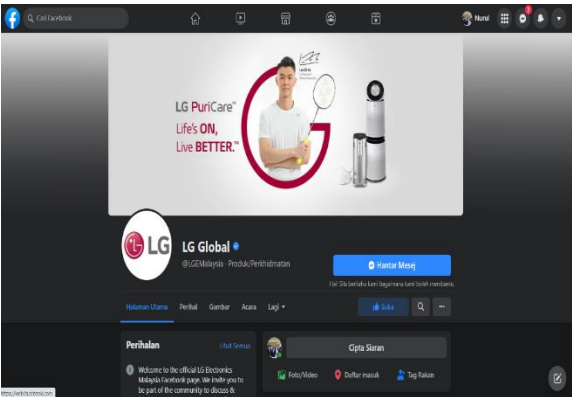


Figure 2.4.3 LG’s Facebook

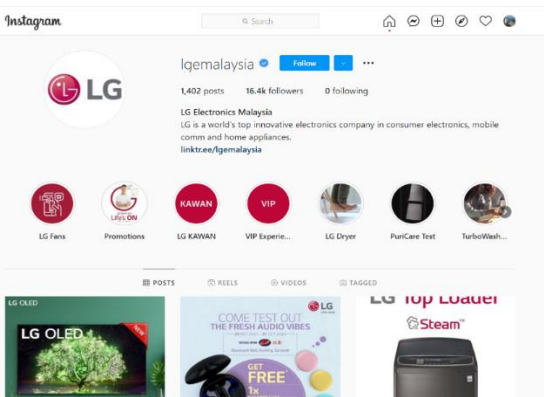


Figure 2.4.4 LG’s Instagram



Figure 2.4.5 LG’s Twitter

2.4.3 Operational Strategy

Based on LG's operation strategy, they distributed their products through local retailers. However over time, with the development of e-commerce, they offered their products through their website and other e-commerce platforms such as Shopee and Lazada. In addition, the corporation has also partnered with the outlets of other companies. Some of the products can also be found in other stores' display cases. For example, LG phones are available at the mobile shops and LG TVs are available at Home Decor shops.

Moreover, LG's Malaysia has opened 34 stores nationwide and also planning to open more. The corporation has also extended its reach in rural regions by offering products at lower prices to increase its sales volume and income. This shows the way they are distributing their products is to make sure that all of their products are available to buyers.

Besides, all of the decision-making in LG's operation is made by LG's CEO and also consists of executive board members. Meanwhile, the LG Electronics Corporate Audit Team and overseas divisional ethics bureaus are in charge of carrying out the committee's recommendations and monitoring the actual implementation of Management by Principle and related training.

3.0 COMPANY ANALYSIS

3.1 SWOT Analysis

This SWOT analysis shows the strengths, weaknesses, opportunities, and threats of LG's external hard drive.

STRENGTH	WEAKNESS
<ol style="list-style-type: none">1. Portable2. Large storage3. Back up capabilities	<ol style="list-style-type: none">1. Need to use the USB cable2. Inaccessible3. Hard to trace the external hard drive if it is lost
OPPORTUNITIES	THREATS
<ol style="list-style-type: none">1. Add new features2. Good design3. Make the price more affordable	<ol style="list-style-type: none">1. Technology changes2. Competition in the market that offer a similar product3. Economy downturn

Table 3.0 SWOT Analysis

3.1.1 Strengths

- **Portable**

The most important strength of an external hard drive is that it is very portable. It can be linked to multiple computers by USB and can carry a significant quantity of storage regardless were the place. Even laptops have become smaller and more portable, yet they continue to be large

and difficult to carry for long periods. Besides, all of the things that are stored on your computer or laptop still have access even the internet is not provided. It also provides near-instant storage space without the need to open your computer's internal storage and perform upgrades. Therefore, it is very convenient to carry your data wherever the place is.

- **Large storage**

Most of the external hard drives have storage capacities ranging from 250GB to 1TB. Hundreds of videos, data, and images can be stored. Therefore, users can save all of the most important data on an external drive while freeing up space on the PC. This is important because when the computer's storage space is low, it will run into issues. When a computer's central processing unit (CPU) performs tasks, it generates "temporary" files, which are frequently kept on a hard drive. If the hard disc is too full, the CPU will not have as much room to store these temporary files and will be unable to process things as rapidly. For example, when playing games, streaming movies, operating apps, or even just surfing the web, you will notice a delay. Therefore, it's always a good idea to retain as much free space on your hard disc as feasible and also allowing to keep adding new files while keeping the computer working as fast as possible.

- **Back-up Capabilities**

External hard drives are frequently used to back-up up files due to their large storage. It is very common to back up things such as music, movie, or image collection to an external disc for safekeeping, separate from the originals in case they're unintentionally changed or erased. This is because an accident could happen at any time so having an external hard drive can avoid losing anything important data. Besides, backing up a computer hard drive is one of the most important things to secure computer data. For example, things like moisture drops, and computer viruses can cause damage to the computer. Moreover, if your computer is lost, you may lose all of your data. Therefore, to keep all of the data safe, it is important to backups on an external hard drive as frequently as possible.

3.1.2 Weakness

- **Need to use the USB cable**

USB cable was needed to transfer the data on the external hard drive but there are a few problems that the user needs to face if using it. This is because if the user uses a type of USB that an excessively lengthy cable, the USB transmission speed will reduce significantly. This is because the connecting cable only can be as long as 5 meters according to USB specifications. Hence, the transmission of data becomes slow and inefficient. Besides, due to the USB cable, users need to limit their movements since the external hard drive needs to connect with it. Therefore, it is quite troublesome for users since they need to use a USB whenever they want to use the external hard drive.

- **Inaccessible**

Using an external hard drive, users may have a hard time since it is quite inaccessible. The users sometimes only want to just check their files on the external hard drive such as the type or name of the file but they needed to open the computer or laptop and connect it with USB. This may give difficulties to the users because they may have limited time to open the laptop to check the data on the external hard drive and no access to the computer or laptop at their place. Therefore, it is very inaccessible to use the external hard drive for the users especially those who do have not much time.

- **Hard to trace the external hard drive if it is lost**

To prevent from data being lost, people take precautions with using the external hard drive as their backup. Most users choose it as the place to save their data due to their large storage and it is also convenient to bring anywhere. However, it will be hard for the user if the external hard drive is lost. It will be very hard to find it since the external hard drive cannot be traced by anything. Therefore, it will make users worried and sad since most of their data had kept in it. Besides, all of their work related to their data in the external hard drive may be delayed and it will bring many difficulties to other people.

3.1.3 Opportunities

- **Add New Features**

Adding new features broadens the reach of an existing product, which frequently results in major marketing hence getting several press releases. Furthermore, with these new features, it will attract new customers and new users of the product. According to Ipsos, which is a market research company, a product's uniqueness maybe not guarantee big profits but it might create consumer curiosity. For example, LG can add a new feature on the external hard drive which is voice recognition. It will allow users to instruct using their voice such as to share their data with other users. Therefore, it will make many people attract to use the external hard drive since LG uses a new brand technology for new features of their product.

- **Good Design**

The market is saturated with similar products, and the only thing that distinguishes one brand of a similar offering from another is its design. Good product design attracts more customers and also gives an organization a competitive advantage over other companies in the market. Besides, good design helps a business expand by increasing profitability by transforming client wants into the desired shape and value of the product that they are needed. It is may also increase the value of products and services. This is because customers are frequently willing to pay more for things that look better and provide more efficiency, functionality, and sustainability. For example, LG can make a good design for the external hard disk which is made into various shapes and patterns that are based on trends now. Therefore, LG's external hard drive can give good competition to other companies that offer the same function.

- **Make the price more affordable**

The external hard drive is a good way to backup, protecting and transfer files. It is also had large storage that suitable for workers and students to save their work such as important documents, videos, and photos. To attract more public interest, the price of the external hard drive should be more affordable to the public especially students. Students mostly use USB drives since the price is cheaper, even though it has small storage. Therefore, LG should build a new external hard drive version that the price is more affordable for the students to buy. In

addition, the functionality will be created to be more convenient for students and suit the price that will be offered. Hence, the user of external hard will be increased.

3.1.4 Threats

- **Technology Changes**

Technology is highly important in business. The business sector has been growing more as technology has changed rapidly as time passes. This is because customers are more attracted to products that update with new and advanced technology since it makes their life easier. Therefore, LG must update and stay on top of technology advancements to be successful.

- **Competition in the market that offer a similar product**

Since there is much competition within other companies that offer the same product as an external hard drive, LG may force to lower their prices to stay competitive hence it makes a decrease in return on each item that produces and sell. Therefore, LG must ensure their product of external hard drives gives a good reason for customers to choose their product over a competing company such as Samsung and Toshiba.

- **Economy downturn**

If the economy becomes slow down, it will affect many businesses. This is because consumer spending will be decline hence the demand for the products also will be decrease. In addition, the profits of the companies will reduce. Therefore, they force to cut the cost and the quality of their products will be decreased.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

- **Need to use the USB cable**

To use the external hard drive, it must be connected to a computer or laptop by using a USB cable but there are a few problems that the user must face. Firstly, the speed of transmission data will depend on the type of cable. Most communication systems are used to transport data between computers meanwhile other devices use a signaling mechanism known as duplexes such as Ethernet and USB. A duplex system allows devices to interact with each other in both directions. When a USB host delivers a "packet" of data to a device that connects with a USB, it waits for a response before sending the next packet. If no answer is obtained, the packet is sent again. Therefore, a USB cable cannot be too long. If the cable is too long, hence, the transmission of data becomes inefficient. Besides, the reach of the cable physically limits the users compared with wireless technology that allows users to move freely and without difficulty. In addition, some computers or laptops may lack a free USB port. Most of the mini-laptops only have one or two, and the MacBook may only have USB-C connections. Even a well-equipped desktop PC frequently has all of its USB ports used. Furthermore, people may not have the appropriate cable on hand, or may already be using the cable to charge the phone. Besides, if people are in a public place, people might want to keep their external hard drive out of sight or prevent the risk of dangling cables. Hence, the USB cable will give many problems to users when using it.

- **Inaccessible**

Every year, there is a new technology that has been introduced to help improve people's life. This is because people in the modern world right now was very busy with their work and family. For the external hard drives, it is quite inaccessible for the users, especially for those who were busy with their personal life. If people want to use the external hard drive, they

first need to bring a USB along if it is not attached to the external hard drive. Then, they need to connect it with a computer or laptop by using a USB. After the driver program is automatically installed, a drive named for the external hard drive will display on the computer, and then the user can access it. This shows that it will take time to access an external hard drive. Sometimes, most of them just want to know what type or name of files is on the storage of the external hard drive, but apparently, they need to use much of their time to just see it. Besides, the user may not have access to the computer or laptop at their place to connect it. Hence, it might give difficulties for the users because it can waste their time.

- **Hard to trace the external hard drive if it is lost**

To ensure no important data get lost, mostly the user will save their data on their external hard drive since it has large storage. However, the external hard drive is hard to trace if it is lost hence it will bring problems to the user. This is because every hard disk is a security risk since anybody with access to it can read the data. Since there are no options to save it if the external hard disk is lost, the user mostly just takes care of it. But, an incident can happen anytime without realizing it. The user may misplace it or the external hard drive may be stolen by someone. Therefore, it will be difficult for the user since their data is on the external drive. Their work may be will delayed and their memories with loved ones such as pictures and videos maybe cannot be seen anymore.

4.2 DISCUSSION

The major problem with the external hard drive is the user needed to use the USB cable to connect the external hard drive to the computer. It gives many difficulties to the user when using the external drive. This is because the speed of transferring data was depend on the type of USB cable and it also limits user movement. Therefore, several solutions can be implied from the findings to improve the products. The solutions are:

1. Using Bluetooth technology

Since using the USB cable had many problems that users need to face, LG should replace the USB cable with Bluetooth technology. Since Bluetooth technology relies on radio frequencies, it does not require any cables to send data. This allows users to simply transmit and receive data without having to deal with cables. Besides, Bluetooth technology can connect devices that are up to 100 meters away from each other without any cable. Hence, users can move more freely than USB cables when using an external hard drive. Besides, using Bluetooth technology, anyone can figure out how to set up a connection and sync two devices with ease. The technology makes enabled devices easily discoverable to one another as long as their Bluetooth radios are turned on and they are within the coverage radius.

Advantage: Bluetooth is wireless and has a larger range.

Disadvantage: The security level of Bluetooth is lower.

2. Using the Internet

Nowadays, everyone uses the Internet in their life. Since the Internet has a faster connection, people are more attracted to use the Internet to transfer their data. Therefore, LG should implement technology on the external hard drive, which is able for the Internet to use as a connector for the external hard drive and computer. So, it will give convenience to the user since it is wireless.

Advantage: Faster connection.

Disadvantage: Some places have poor coverage.

5.0 RECOMMENDATION AND IMPROVEMENT

The major problem with this product is the user of external hard drives needed to connect with a computer through a USB cable whenever they want to use it. The USB cable brings many difficulties and limitations to the user. Therefore, LG should come out with a great idea that able the external hard drive connect with the computer wirelessly.

The suggested solution to solve this problem is using Bluetooth as a substitution for the USB cable. Bluetooth is a short-range wireless technology that allows devices to be easily connected and transfer data between them. Bluetooth is built into practically all PCs and almost all phones. One of the benefits of Bluetooth is how simple it is to connect devices. It is faster, dependable, and battery-friendly. Hence, LG needs to implement the technology of Bluetooth on the external hard drive.

Firstly, to connect wirelessly, there are also must have a switch to on and off the Bluetooth on the external hard drive. This is because Bluetooth needs to be enabled on both devices. Besides, on most computers or laptops, Bluetooth can be on by going into the device's settings. Then, to pair it with the external hard drive, the users must have a password of their external hard drive to access it. This is to ensure someone else does not connect to the user's external hard drive without permission. Therefore, it can guarantee the security of the user's external hard drive. After that, the user allows transferring data, videos, pictures, and others. After the process of transferring data is done, the user can turn off the Bluetooth on each device. This shows by using Bluetooth, the user does not need to worry about connecting cables. In this way, LG can give great competition to other companies that offer similar types of products.

6.0 CONCLUSION

In conclusion, Bluetooth technology is a good solution for the external hard drive to substitute it with a USB cable. In this case study, we could identify the difficulties of users using the external hard drive since it needed to connect with a USB cable. Therefore, using Bluetooth technology will bring more convenience for the user. This is because wireless technology not only improves safety by removing the need for cables but also the user does not have to bring extra wires. Besides, anyone can figure out how to set up a connection and sync two devices with ease.

In addition, Bluetooth is a wireless technology that is used all over the world. With its current popularity, Bluetooth technology will be expected to be a standard for many years to come. In today's extremely competitive market, the company's success is determined not only by product innovation and productivity but also by having an effective service network with technological developments. Therefore, with implement Bluetooth technology on the external hard drive, LG can be more successful and be a great competitor for other companies. In relation, more manufacturers will be keen to make their products compatible as more devices use Bluetooth technology.

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APPENDICES



Figure 2.2: Organizational Structure of LG



Figure 2.4.1: Business Strategy in LG Corporation



Figure 2.4.2: Lee Zii Jia as LG Malaysia ambassador.

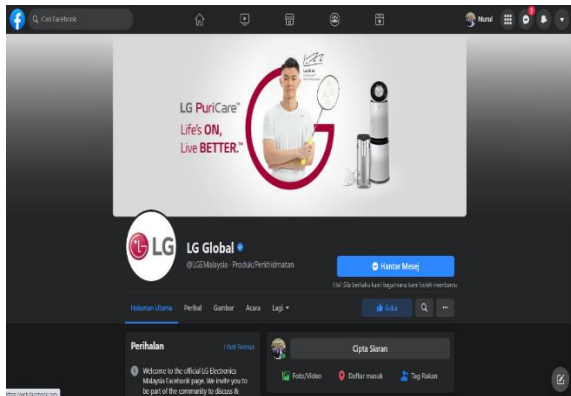


Figure 2.4.3 LG's Facebook

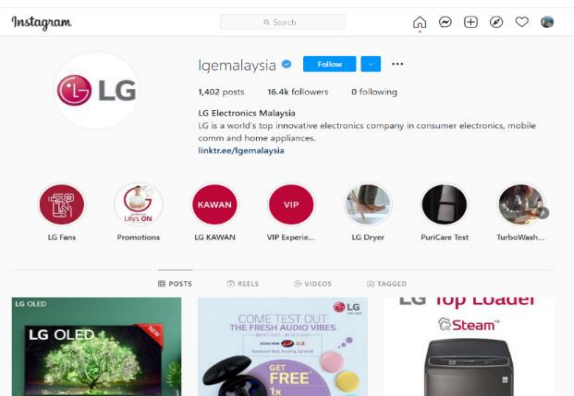


Figure 2.4.4 LG's Instagram



Figure 2.4.5 LG's Twitter