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UNIVERSITI
TEKNOLOGI
MARA

Panasonic

COMPANY ANALYSIS

PANASONIC MALAYSIA SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

In this case study, I will be focusing on Panasonic company in Malaysia which has been established since 1976. Panasonic also has been one of the electronic brands that have gained strong trusts from the Malaysian households. The product line that I have chosen in this case study is dry clothes iron. Even though Panasonic is already being a well-known electronic brand in Malaysia however, existing clothes iron from this brand has its own weaknesses too. In order to suggest solutions for the existing problems, SWOT analysis helped to list the important elements that may help to search for the solutions for each problem. SWOT analysis also help the process of identifying the strength, weaknesses, opportunities, and threat.

The problems that encounter while analysing the clothes iron can be the main problems where every consumer is facing. Therefore, by suggesting some solutions to tackle the problems in the future, a few suggestions need to take into consideration. Hence, in this case study I have suggested two solutions for the two problems that other users of clothes iron might be facing too.

1. INTRODUCTION

1.1. Background of Study

Clothes are meant to be worn by humans regardless of the age and gender. In this world, there are many types of fabrics worn according to each preference such as cotton, silk, linen, and more. There are fabrics which need to iron, pressed, and smoothed first before it can be worn, but there also exist fabrics which have unique quality that does not need the additional effort to make it neat. However, in order to wear wrinkle-free and neat clothes, it needs to undergo the ironed or pressed at certain high temperature using either dry or steam garments iron. Both types of iron share the same function, which is smoothen the wrinkled clothes, but they have different way to perform their functions. For example, garments steamer is best used when the clothes are hanged, however for the dry iron, the clothes need to be laid flat. Nevertheless, both type of iron perform the same function and it is fully based on the consumers preferences considering the safety features, types of fabrics used, and affordability. There are many different types of iron being marketed with different range of price, features, and brands.

Additionally, clothes iron is one of the home appliances which is very essential to ease the laundry works. For example, school uniforms and office wear need to be ironed neatly before it worn. Nevertheless, other fabrics in the house which also need to be pressed are curtains, bedsheets, and more. With the help of the clothes iron, every and each type of fabrics will look smooth, wrinkle-free, and most importantly is neat.

1.2. Problem Statement

The laundry tasks starting from sorting each clothes to its fabric categories and colour before washing them are tedious work. After that, it needs to by dry under the sunlight to remove the water and odour. The last stage of doing laundry is ironing and folding the clothes. Besides the higher use of electricity due to the clothes iron which needs to be work on different temperature on different kind of fabrics, ironing clothes can be very time consuming especially when there is heavy pile of cleaned clothes pending to be ironed before storing them in the cupboard. On top of that, ironing wrinkled clothes or fabrics requires a lot of energy to be spend since we need to move and pressed the fabrics until it smoothed out.

1.3. Purpose of Study

As the technology of the clothes iron is being continuously upgraded along with the advanced innovations, the purpose of the study is to recommend some ideas or solutions towards existing problems that clothes iron have now. By suggesting these solutions, clothes irons from Panasonic can be unique and useful for the consumers compared to other brands that have product lines of clothes iron too. Since this brand is one of the trusted electrical brands in Malaysia, additional successful features of the clothes iron will increase the opportunities for customers to be loyal with this brand.

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 headquartered in Kadoma, Osaka, Japan. In the beginning 1935 to October 1,2008 the company's name was not Panasonic Corporation but it 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 largest maker in consumer electronics. They offer 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 own overseas operations in North America, Europe and also Asia. They continue to expand until now the market reach Malaysia. Panasonic continue to create and develop more electronic device 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 it was named Panasonic Malaysia Sdn Bhd. The company help engaged in the business of sales, service, and marketing for the Panasonic brand products of electrical and electronic consumer. The company have been long standing for more than 30 years since it first establishment. The philosophy used by the Panasonic is "A Better Life, A Better World", based on that philosophy Panasonic is committed to create a better life and a better world to bring happiness for the people around the globe by continuously contributing to the evolution of the society.

Panasonic also have their own basic management objective that will be served as the foundation for all the Panasonic management activities.

2.2. Organizational Structure

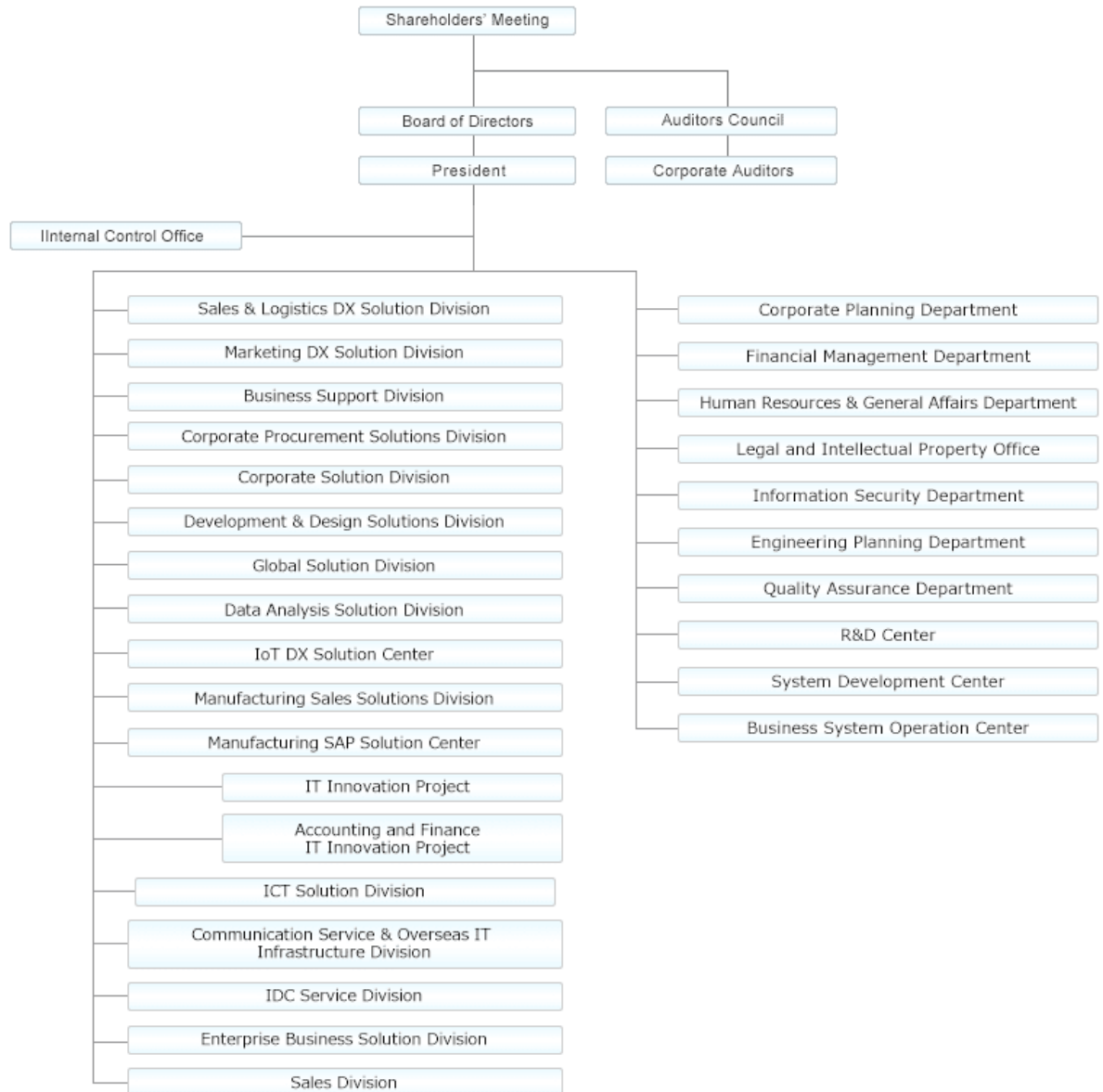
















Figure 2.2 Panasonic Organizational Structure

2.3. Products/Services

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	<p>a. Air conditioner</p> 	<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
	<p>b. Ceiling fan</p> 	<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>  <p>b. Epilators & lady's shaver</p> 	<ul style="list-style-type: none"> ➤ EH-NA55PN655 - Dual voltage for global use - Balanced airflow - User-friendly ergonomic design ➤ 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	a. Battery	<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
	b. Battery appliances	<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 Panasonic products line

2.4. Business, Marketing, Operational Strategy

2.4.1. Business Strategy

Panasonic has been operated to provide the best product quality towards its consumers. Panasonic has been actively engaged in producing technologies involving electrical appliances with various product lines to ease the 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, Kind, Sharp, and Toshiba are also the trusted brands by Malaysian households. These brands also provide top quality appliances for years alongside Panasonic. Panasonic use this opportunity to continue serving the best electrical appliances with advanced technologies.

Panasonic Malaysia also has achieved the award of trusted brand and all of the electrical appliances under this brand are certified by SIRIM which is safe to be use according to the electrical standards in Malaysia. Therefore, when new products being 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, avionics 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 the 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. In fact, 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 as rechargeable batteries, automotive and avionics 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, there are several cooperative retailers who 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 of the well-being of people through their business activities, thereby enhancing the quality of life throughout the world.

3. COMPANY ANALYSIS

3.1. SWOT

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none">• Able to remove wrinkles from different types of fabric materials• Certified electronic appliances by SIRIM	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none">• Time consuming for ironing task• Requires a lot of energy while ironing
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none">• Adding more technological advance features to the clothes iron	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none">• Too many competitors producing same function iron

Table 3.1 SWOT analysis

3.1.1. Strength

Similar to any clothes iron models marketed, the sole function of an iron is to remove the wrinkles and creased on the clothes or fabrics. Different types of fabrics require different range of temperature for the wrinkles of creased to be removed. On the other words, stiff and hard fabrics such as linen need higher temperature to ease the process of ironing. Meanwhile, fragile and soft fabrics such as satin only use low to medium temperature as it need a great care to avoid burn or damage towards the fabrics.

Next, the concerns on using electrical appliances in daily lives are no longer exception as there are many risks might happen while handling electricity. Panasonic products were all safe to use as they were approved by SIRIM (Panasonic, 2019). Therefore, all types of irons offered by Panasonic either dry iron or steamed garments are safe to used in every household.

3.1.2. Weakness

It cannot be denied that ironing is a tedious task and very time consuming. Ironing a piece of wrinkle clothes may take up much time if the creases are

severe and the type of fabric is stiff. Sometimes, ironing the clothes could take much time compared to washing the laundry. There is no specific time provided by each clothes to know when they have done removing the wrinkles and creased.

Additionally, when ironing the clothes, a lot of energy being used because we are trying to remove all the wrinkles and make it neat. Continuous amount of energy is being forced by just ironing the clothes. A whole body can become sore after doing all the ironing tasks.

3.1.3. Opportunities

Since Panasonic has secure the trusted brand among Malaysian households, therefore it is easier for them to continue building the trusts between the consumers to stay loyal towards their products by providing quality and innovative appliances in return. For example, Panasonic will add the features to the clothes iron which able to ease the consumers in ironing their clothes, the loyal consumers will most likely try the new featured iron.

Moreover, since nowadays everyone preferred to use appliances which are technologically innovative and smart, Panasonic might be planning to upgrade their iron product line into something more advanced. Consumers who are living with technological assistant environment will prefer to purchase iron from this brand as it is consider the newest or latest product innovation.

3.1.4. Threat

Since clothes iron falls into the essential household appliances category, there are many types of iron from different brands and have additional features which makes them unique from any other brands. In order to maintain the competition from other competitive brands. Other brands might offer the same products with the same function at lower price and good quality. Panasonic needs to step up their game in maintaining the innovation of their products as well.

4. FINDINGS AND DISCUSSION

4.1. Findings

Problem 1: Time consuming for ironing task

Since there are many types of clothes and fabric materials in a household, the duration of ironing them may take up some time. This is because different clothes require different care of ironing. Since every household need to wear neat and ironed clothes, ironing tasks can be very tedious. For the households with children who went to the school, their school uniforms need to neat and ironed. Meanwhile, for the households which works in uniform sectors, the ironing can take quite a lot of time. There is no way of finishing the ironing task within a short amount of time. Otherwise, the results will not be satisfied.

Problem 2: Requires a lot of energy while ironing

When ironing, we are also actually handling an electrical appliance to ease our job for ironing the clothes. However, it takes a lot of energy because we are continuously moving the arms in every direction so that the wrinkles and creased on the clothes are removed. The energy it takes in moving the clothes iron manually for such a period may be hard for individual who have poor health condition such as herniated disc or elderly. The pain from constantly moving the arm muscle can be very exhausting throughout the day. Aside from the muscle pain, one need to be able to bear with the temperature too because the clothes iron is electrical device that produce heat.

4.2. Discussion

Solution 1: Setting timer on the iron

Panasonic can come up with idea on adding the feature of setting timer based on the clothes fabric. When the surface of the iron contacted with the fabrics, it will automatically scan and sets the estimated time for the clothes to be finished. Adding this unique feature to the clothes iron will help and ease the job for the people who

have a busy life as they cannot full committed towards ironing only. Other advantage will be beneficial towards individual who wants to reduce the electrical load or usage. Since time has been set up so, the ironing task will not take too much time anymore. This feature will not only save time, but also electricity bills for not overusing them.

Solution 2: Ironing robot feature

Since ironing requires a lot of energy, Panasonic can introduce the new feature where the iron will move by itself until the wrinkles are gone. Therefore, there is no need for the users to use their energy. They just need to wait for the iron to do its job ironing all the clothes. The iron will move continuously on the clothes to remove the wrinkles and creased based on the timer set and when its done, it will automatically switch off to avoid burning the fabrics. This feature is beneficial for the users because while the iron is moving, they can perform other tasks as well as there is no need for the iron to be observed all the time.

5. RECOMMENDATION AND IMPROVEMENT

The product line of clothes iron by Panasonic can grow further if continuous technology innovation being added. This is because since Panasonic has already secure the trust from the loyal customers, it will be easier for them to improve their product quality. Based on the opportunities from the SWOT analysis will also attract more customers to trust this brand by adding the unique features to the clothes iron.

The first recommendation for the iron is adding a feature where the iron will have built in timer which can detect the time that need to spend for the clothes with that kind of fabrics. When the timer has been set up, there will be no excessive time spent while ironing. Even though adding this feature might look simple but, it gives a huge impact on the usage of electricity. Since electrical appliances which uses different range of temperature need a lot of electrical loads, adding timer to the iron can be imagined as stopper from being used excessively. High electricity usage will damage the household expenses. Other advantage on adding this feature is new customers will be attracted to try this iron because there has no other brands which produce the new feature yet. When the quality of the product is proven effective, the more trust will be given to Panasonic.

The second idea is turning the iron into robotic iron which able to move the iron without using human energy. The iron will continuously move to remove the wrinkles and creased on the clothes until it is completely removed based on the timer. After it has finished, the iron will automatically shut off to avoid the fabric of the clothes being burned. While the iron is ironing the clothes, the user can perform multitasking as there is no need to observe them all the time. This new feature will make the users ease their job for ironing task.

6. CONCLUSION

As for the conclusion, the innovation of technology made for the clothes iron will become more helpful for the future customers because of the quality. Adding two features such as timer and robotic iron which can move automatically for ironing the clothes are great for Panasonic to step up their game to become a more trusted brand. These features will give positive impacts towards busy households or users which have less time to be spent on ironing clothes.

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