



اَوْنُوْ سِيْتِي تِي كُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# MUJI

## 無印良品

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY SCIENCE COMPUTER AND MATHEMATICS

PROGRAMME: BACHELOR OF SCIENCE MATHEMATICS AND MANAGEMENT

SEMESTER: 7

PROJECT TITLE: MULTIFUNCTION TABLE LAMP

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## **EXECUTIVE SUMMARY**

MUJI develop enjoyable and low-cost items by optimising the manufacturing process. MUJI has been creating no-frills quality products based on the three concepts of "material selection," "process streamlining," and "packaging simplicity." They have been promoting a consistent philosophy in every aspect such as product development, store environment and customer service. They attempt to create a welcoming environment for customers to purchase in.

In this case study analysis, it is focusing on the furniture, interior and home appliances produced by MUJI production to be analysed, investigate, and identify along with their current issues and point out the solutions that can be used in the MUJI company to improve the existing product. Therefore, some analysis and implementations have been done. moreover, SWOT analysis also been point out to enhance its strength and find initiatives to improve company's weakness.

## **1.0 INTRODUCTION**

### **1.1 Background of study**

MUJI was established in 1980. The company's mission was to develop enjoyable and low-cost items by optimising the manufacturing process. MUJI has been creating no-frills quality products based on the three concepts of "material selection," "process streamlining," and "packaging simplicity." In 1983, MUJI opened their first store in Aoyama, Tokyo. They have been promoting a consistent philosophy in every aspect such as product development, store environment and customer service. They attempt to create a welcoming environment for customers to purchase in.

MUJI has about 1,000 stores in 33 countries and regions all across the world. It now offers a product range of over 7,000 things, including apparel, housewares, food, and even residences. MUJI will continue to symbolise the foundation and universal aspect of existence, much like a compass that constantly points north.

### **1.2 Purpose of study**

The purpose of this case study is to identify and improving the design and the function of study lamp by analysed the current study lamp of the company. I will identify the problems for the new rooms of improvement and propose the new idea regarding the problems. This allows me to study the chance for accessing industries of new advancement products in order to determine whether the products having the potential to be on market.

### **1.3 Problem statement**

Having a lot of things on the study table or working table can make us feel so stressful as the things got mixed up and got clutter. Table lamp, Bluetooth speaker, phone charger and phone holder are the essential things that we need as students who study online and workers who work from home. These things really help us to ease our work. But if having these things altogether on the same table with piled up paper works will be huge disaster for us. That why a new innovation is needed to help us to clear some spaces on our working table, it will be tired us as we have move around the things that we needed on the table. So, its better to have some twist for having al those things but still have a lot of spaces left on the table.

## **2.0 COMPANY INFORMATION**

### **2.1 Background**

MUJI was originally a subsidiary of Seiyu and started as a private brand in Japan in 1980. The name of MUJI is derived from "MUJI," which means "MUJI, high-quality products." MUJI Pioneer has designed a brand that incorporates the concept of environmental protection with the concept of simplicity. In 1989, MUJI was separated from Seiyu. Ryohin Keikaku Co., Ltd. has become a manufacturer and distributor of MUJI products. The company develops and supplies various types of consumer-oriented daily necessities. Ryohin Keikaku believes in the development of MUJI products that are functional, simple, top quality, and reasonably priced, which is reflected in their thoughtful product design and packaging. Since MUJI uses carefully selected materials, we emphasize product recycling and reusability in the manufacturing process in order to minimize the impact on the environment.

MUJI adheres to its beliefs and intentionally refrains from labeling products with logos rather than naming designers. They avoid fashionable trends in their products to present them as "everyday" and "simple" and thus remain universally relevant to their customers' lifestyles. In 1991, MUJI opened its first overseas MUJI store in London and within four years established Ryohin Keikaku Europe Co., Ltd. to manage the European market. MUJI has been actively expanding in Asia since 2001. MUJI is a success story. It goes against brand-obsessed social practices to market the concept in the form of chic minimalist design. Due to the popularity of MUJI, the usual superiority in design, and the concept of social responsibility contained in it, MUJI has become a global trend that is sweeping the world.


## 2.2 Organizational structure




### All Executives



Masaaki Kanai Chairman	Satoru Matsuzaki President & Representative Director
Nobuo Domae Senior MD, GM-Sales & Head-Information System	Yuki Yamamoto Head-Research & Technology
Suzuki Kei Director, Head-Personnel & Legal Affairs	Shoichi Saito Executive Officer & Manager-Muji Ginza Branch
Satoshi Okazaki Managing Director & Executive Officer	Satoshi Shimizu Managing Director & Executive Officer
Shingo Kawanoue Auditor	Mitsuya Maki Executive Officer, Head-Accounting & Finance
Atsushi Yoshikawa Independent Outside Director	Isao Endo Independent Outside Director
Masayoshi Yagyu Independent Outside Director	

## 2.3 Products

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 products:

NO	PRODUCT	DESCRIPTIONS
1	<p>Fashion</p> 	<p>MUJI clothing has been described as a "fashion alternative." They're elegant and simple in terms of look. They are meant to be worn for its comfort according to the brand. Until recently, MUJI has been recognized for its no brand products selling their clothing</p>

		line for affordable prices with quality on the sides.
2	<p>Children</p> 	MUJI children's clothes are made from environmentally friendly organic cotton. The basic and simple design is easy to wear and easy to wash. They are available in a variety of colours and sizes. It's the ideal choice for children's everyday wear.
3	<p>Health and beauty</p> 	The MUJI multi-product skin care line caters to a wide range of skin types and is created in Japan. Mineral oil is not used in MUJI cosmetics, and they are fragrance-free. MUJI cosmetics are mostly designed which are perfect for recreating the coveted “no makeup” look.
4	<p>Good and daily necessities</p> 	MUJI has designed their own goods or products using the minimalist concept and is practically reasonable for everyone. In this section, there are multiple products categorized in the same section which are kitchen supplies, bath, cleaning items, stationery, and

		<p>albums. Most of them basically address the most basic requirements of daily living.</p>
<p>5</p>	<p>Furniture, interior &amp; home appliances</p> 	<p>There are different types of furniture designed with the Japanese's lifestyle brand. The MUJI style has their own signature look in order to achieve a relaxing and peaceful atmosphere. The idea behind MUJI's furniture is to enhance the true essence of Zen living by having high-quality, well-crafted furniture that will last.</p>
<p>6</p>	<p>Flowers</p> 	<p>The foliage plants from MUJI Green are suited for a variety of interior situations and help to create a green living style. Nevertheless, foliage plants can contribute to a better home environment by controlling humidity and cleaning the air. So, MUJI Green incorporates foliage plants into daily life, bringing green and calm to existence via natural breaths.</p>



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Bag and Fashion Accessories



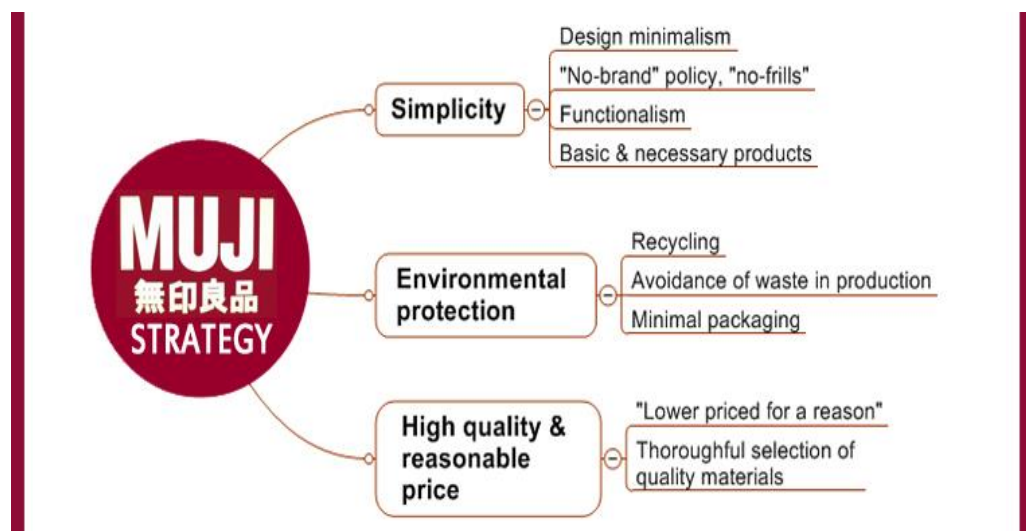
There are a few types of bags and fashion Accessories in MUJI. For the luggage and bags, it has a variation of colours and size.

## 2.4 Business, Marketing and Operational Strategy

### 2.4.1 Business Strategy

MUJI's definite goal is to give customers a rational satisfaction, where they do not want consumers to be compelled to purchase their goods. The brand itself stands out with the idea of not branding seems opposed, which fits the meaning of MUJI, short for Mujirushi Ryuhin, that basically stands for "no-brand, quality goods".

According to the article "MUJI – The Global Strategy Behind Japanese No-Brand Brand" by MartinRoll (2020), MUJI tends to appeal to its own unique strategic move with minimalist packaging. The reason the brand stands out in the market is because of its unwavering focus on the product. The entire focus of the brand is a commitment to trash reduction and recycling.



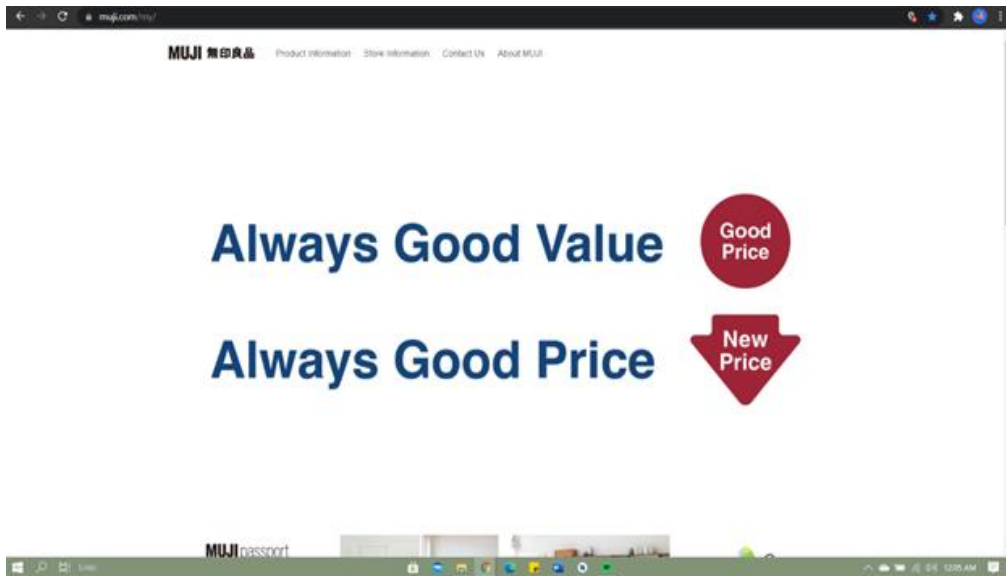
### 2.4.2 Marketing Strategy

The 'no brand' company does not have a large marketing spend. MUJI focuses on word of mouth to spread brand awareness. The corporation invested significant money in ensuring that their customers have a positive in-store experience.

MUJI prefers to connect out to customers through in-store events and speeches rather than large-scale advertisements. As a result, their marketing costs and product pricing will be

kept low. MUJI will occasionally run advertising that reflects the brand. One such example is MUJI's 2003 campaign to showcase MUJI's idea of 'Emptiness'.

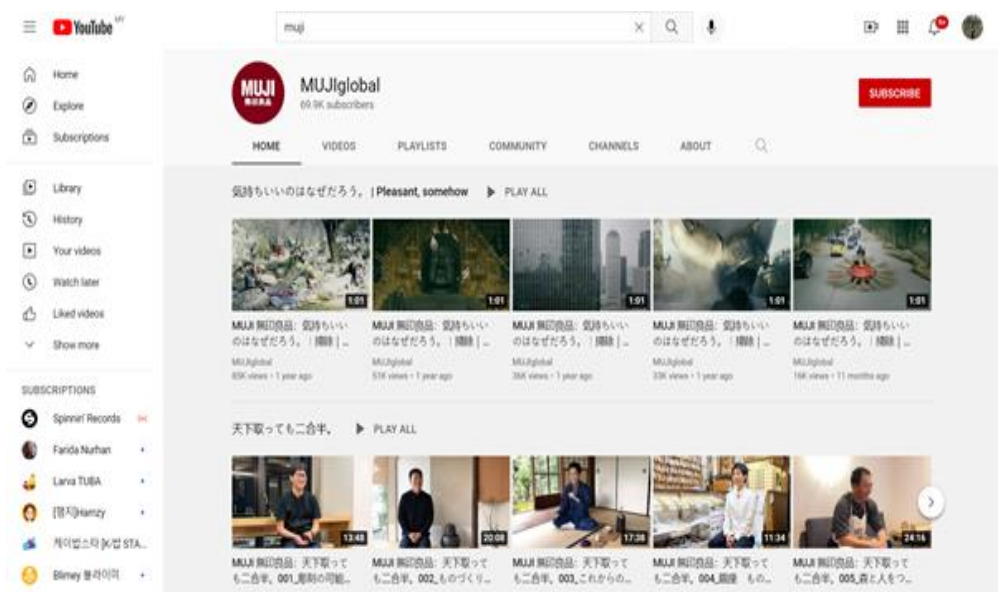
MUJI has grown from a well-known lifestyle brand to one that serves cuisine throughout Asia and outfits hotels with MUJI furniture and products. MUJI performed an excellent job for a brand with "no brand."



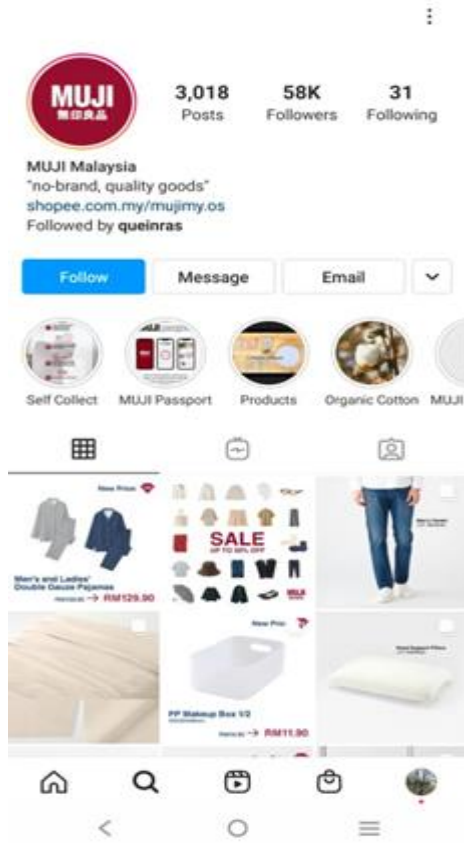
*MUJI Website*



MUJI Facebook



MUJI YouTube



*MUJI Instagram*



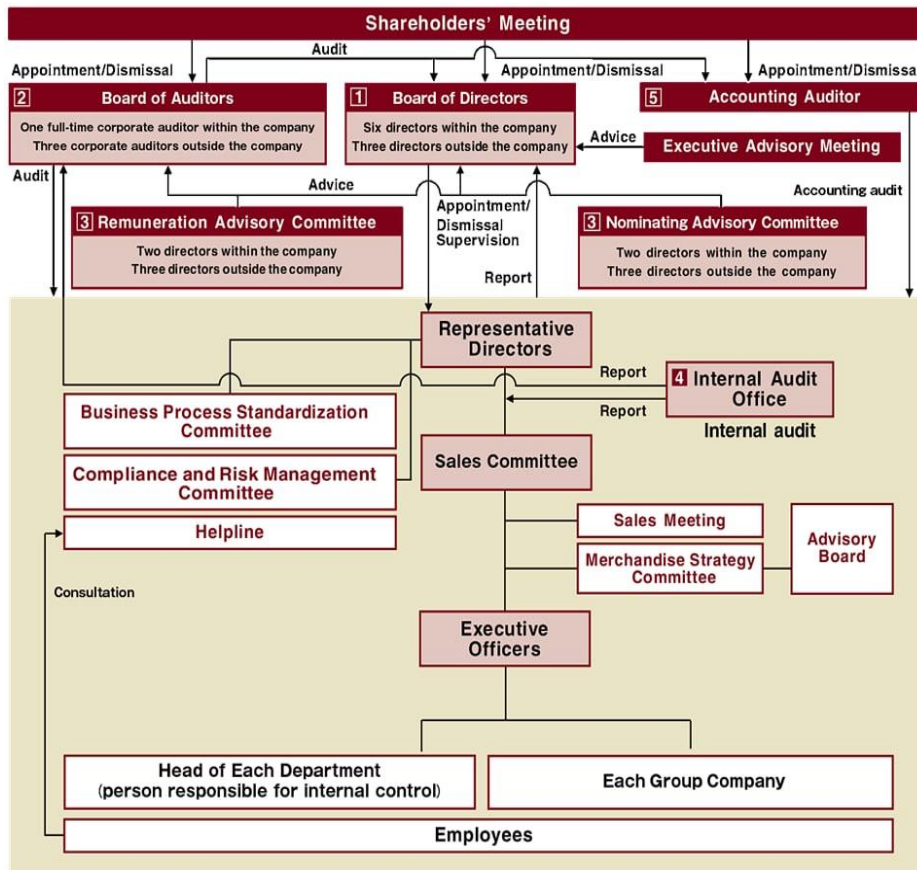
*MUJI Twitter*

### 2.4.3 Operational Strategy

Despite MUJI's success and ability to build a global consumer who live and breathe the MUJI concept, the company cannot rest on its laurels. It must continually adapt their own goods to keep up with current lifestyle changes. It is to create new ways to incorporate the MUJI concept into its customers' lives.

The purpose of the operational strategy is to increase our reputation and build the "MUJI (Mujirushi Ryohin)" brand image. Nevertheless, the company has been making changes in production, sales, and customer service. The company is aiming to establish **better** relationships with stakeholders, differentiate company's products from other competitors and win the heart and trust of the customer to enhance corporate values.

Likewise, there are certain challenges that MUJI has been facing over the past few years. One of the challenges is that MUJI needs to stick with their originality. By all means, they need to ensure their main focus concept always stay put with the no-brand identity.



### 3.0 COMPANY ANALYSIS

#### 3.1 Strength

The first strength of multifunctional table lamp is its compact design which can use as phone holder. Phone holder now become an essential for employees who work from home and students who been studying online as we are working on multiple projects and must use two or more devices at the same time. It can be exhausting for holding phone up to join meeting or watch video online and at same time writing some notes. In fact, a smartphone can weigh up to 0.3 pounds which can make your arms and neck feeling sore. Also, your desk will be less clutter if your phone is in its spot, and we don't have to worry about misplacing it under notebooks, folders, and other office supplies.

The second strength of multifunctional table lamp can be used as a charger and Bluetooth speaker. It is so convenient as we easily can charge the phone while we in online meeting or watching online video without having to moving around to find electric source. Also, we can use the Bluetooth speaker if the volume of phone speaker cannot be heard clearly although it already at its maximum value.

The third strength of multifunctional table lamp is this product will have good impression and reputation as it is so convenient, easy to use and simple for the user. People will tend to choose this product because they don't need to buy phone holder, Bluetooth speaker, table lamp and charger separately anymore and it also can save more space. Those things might cost a lot more than multifunctional table lamp, so as smart customers they would choose the cheaper but still the quality is over the top.

### **3.2 Weakness**

The weakness for this product is it can't be use for outdoor activities. People must want to use the phone holder at the outside too for example to use it in the car. It is easy for the drivers to put the phone on its phone holder as it secure to look at phone while using maps.

Same goes to Bluetooth speaker, we might want to use it for listening to music while on picnic some other activities, but since it came with table lamp its look kind of odd for bringing it for outdoors. Also, the multifunction table lamp uses electric source for it to activate.

### **3.3 Opportunities**

Since peoples now been working and studying online, it is a great opportunity for this product in the market. The company need to create more design with variety of colours. This will make the product more unique and trending among customers. The customers also can't leave the opportunity to buy it and gifted it to their loves one.

Besides the company also can-do pre-order products for customers who wants to engrave their name on the table lamp. It is a great chance for the company to attract more customers since it become trends for engraving name makes it look more special than others.



### **3.4 Threats**

Some company might imitate this idea and produce it under their own company. Innovation technology in improvement of MUJI product maybe easy to imitate by others. When there is no idea on improving their own product, they may seek others idea and do some improvement on that. This is a biggest threat since the rival can offers the product with lowest price wit poor quality product. This will affect our company since the doppelganger can tarnish our brand and our product. People will misunderstand that the dupe product were from our company, this can make customer having bad impression towards our product.

## **4.0 FINDINGS AND DISCUSSION**

### **4.1 Issue/problem**

As we know, this product is not suitable to use for outdoor activity. With the product features that come with Bluetooth speaker and phone holder might be wasteful if it can be use in the room only. It can be great help if the phone stand can be used to take selfie or group picture and the Bluetooth speaker can be used to blast some music for outdoor activity.

Besides, the product is solely depending on electricity source for allowing its to function. It is better for the product can be use even-though there is no electricity. It can be a great help if it can be use when the house is black out. It is such life saving as certain house are not well prepared for emergency time.

### **4.2 Discussion**

To overcome this issue, the company need to redesign or comeback with new product which is more outdoor friendly but still with the same features as the multifunctional table lamp. The size also can be reduced as it is easy to carry everywhere.

Battery used is needed for the product so that it can be more useful when emergency time such as when the house is black out. The company should do two version one is using direct from electric source and the other for battery used and can be charge when battery is drained.

## **5.0 RECOMMENDATION AND IMPROVEMENT**

Based on analysis, product of Muji which is table lamp have many advantages and a few disadvantages. The major problems of their product are cannot be used outdoor and solely depending on electricity source for it functioning well.

The solution can be suggested to settle the problem is to make it more outdoor friendly. The design can be more compact as it can be brought outside the house. The size also needs to reduce as it is easy to hold and bring everywhere.

Next is to make it two ways for use one is using direct electricity from its source and the other one is using battery that can be charge anytime whenever the battery is drained.

## **6.0 CONCLUSION**

MUJI develop low-cost items by optimising the manufacturing process. There are three concepts that MUJI has been creating which are "material selection," "process streamlining," and "packaging simplicity." They avoid fashionable trends in their products to present them as "everyday" and "simple" and thus remain universally relevant to their customers' lifestyles.

There are different types of furniture designed with the Japanese's lifestyle brand. The MUJI style has their own signature look in order to achieve a relaxing and peaceful atmosphere. The idea behind MUJI's furniture is to enhance the true essence of Zen living by having high-quality, well-crafted furniture that will last. In this case study analysis, it is focusing on the furniture, interior and home appliances produced by MUJI production to be analyses, investigate, and identify along with their current issues and point out the solutions that can be used in the MUJI company to improve the existing product. So, I choose table lamp to analyse its weakness and comes up with new solutions to overcome the weakness whether with it function or design.