

## **VIDEO ONE**

### **Jason Electronics (Corporate Video)**

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#### **Video Content**

- Goal of company – to be the leading marine electronics solution provider in Asia.
- Description of products and markets (countries)
- Detailed description of services and solutions
- Mention of staff strength and training
- Mention of company performance in areas such as turnover
- Mention of awards won in areas such as quality, employee development and management, health and management/enterprise
- Mention of agencies and partners the company works with
- Speech by Mr Joseph Foo, founder and director on future plans of Jason
- Key events and trade shows company is or will be involved in
- Conclusion – to a better future

#### **Video Use**

- This video is best used in conjunction with the case “Jason Electronics: Reaching Out to Buyers” in the text (Chapter 6, pages 170–173).
- This video can be screened at the beginning of the case, before the case discussion to provide a background of the company.
- This video can also be screened at the end of the case discussion to provide a summary of the operations and challenges of Jason Electronics.
- The video can be used to explore other questions not covered in the written case in Chapter 6. Below are some questions which can be explored.

## Some Possible Video Questions

### *Question 1*

*Is the goal of Jason Electronics realistic?*

- Jason wants to be the leading marine electronics solution provider in Asia.
- Even though Jason Electronics is a small company, given that this is a niche area, the goal is realistic.
- Jason can develop the technical capabilities to make its goal a reality.
- For products, Jason needs to source and import quality products from Europe and the United States. Jason currently represents over 30 suppliers with Thrane and Thrane and Raytheon Marine as its main suppliers (from the case).

### *Question 2*

*What areas of specialization are provided by Jason? How are they related to product and service classification?*

- Overall area of specialization of Jason is the sale, design, installation, commission, service and maintenance of radio and satellite communication and navigation and automation system in marine vessels.
- Specific areas of specialization are:
  - System integration
  - Turnkey design and engineering
  - Airtime solution provider
  - Marine simulation
  - Statutory radio surveillance
- Facility solutions provided are:
  - Customer training centre
  - Customer service centre
  - Support office in major ports
- Project capabilities include:
  - Project management
  - Fast service response
  - Spare parts support
  - Factory trained engineers

- Full system integration
- Theoretical classifications are:
  - Foundation goods or equipment sold
  - Sales support
  - After sales support
  - Pure services

*Question 3*

*Why are partners and agencies so important in this business?*

- There are two sets of partners relevant and important to Jason Electronics. One is the government agencies. The other is the suppliers.
- As Jason is a small company, government assistance is important. Government may provide financial support, expertise and contacts. Various financial schemes are overseen and administered by EDB and SPRING in Singapore. Expertise support is provided by SPRING and Singapore Maritime and Port Authority as well as Singapore Maritime Academy. Contacts are provided by IE Singapore and SPRING.
- Suppliers are important as they provide quality products for Jason to sell. They provide spare parts for Jason to carry out servicing. They provide training to Jason for handling and servicing their products. They also provide contacts by referring customers in the region to contact Jason as Jason is their representative in the region.

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