



PHILIPS

COMPANY ANALYSIS

PHILIPS MALAYSIA

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EXECUTIVE SUMMARY

Koninklijke Philips N.V. (literally Royal Philips, commonly shortened to Philips, stylized in its logo as PHILIPS) is a Dutch multinational conglomerate corporation that was founded in Eindhoven. Since 1997, it has been mostly headquartered in Amsterdam, though the Benelux headquarters is still in Eindhoven. Philips was formerly one of the largest electronics companies in the world, currently focused in the area of health technology, with other divisions being divested. It was founded in 1891 by Gerard Philips and his father Frederik, with their first products being light bulbs. It currently employs around 74,000 people across 100 countries. The company gained its royal honorary title in 1998 and dropped the "Electronics" in its name in 2013, due to its refocusing from consumer electronics to healthcare technology.

Earphones have a smaller design than headphones or headsets. Especially for speaker size. If the headphones or headset cover all or part of the ear, these earphones only cover the ear canal. Earphones are often an additional accessory when buying a smartphone. Today, earphones continue to grow, not only using 3.5 mm audio cables and jacks, but now they support wireless with Bluetooth and TWS (True Wireless Stereo) technology. Despite its small size, the earphones are supported by a microphone hole for communication. The sound produced is not as good as the headset. In addition, wired and wireless earphones are usually equipped with ups and downs, as well as multifunction buttons to take phone calls as well as to control the music player.

Philips earphones use a variety of modern technologies. This can create a sophisticated environment. This Philips product is an example for some other products. It has also attracted users to use this. Some technologies that are not available on other brand earphones already exist in these Philips earphones.

1.0 INTRODUCTION

1.1 Background Of The Study

Electronic is study and electrical device usage which operates with electron flow control or any particle charged up electric. It is part of science and technology branch which involves electric circuit and electrical component active like vacuum tube, transistor, diode and integrated circuit. Nature not linear these components and his ability control electron flow enable weak signal amplification can be done and often is applied in telecommunications and signal processing. Electronic different from electrical and mechanical electric which involves generation, distribution, switching and storage and disamping conversion used many use equipment wiriness, motor, generator, battery, switch, transformer, resistor and various passive components. Electronic goods daily for example refrigerator, television and so on.. It because able facilitate daily tasks.. This case, cause various companies have created and produce various elektronik goods. These goods receive celebration that is comprehensive from society. Usage of goods electronic also have bad and good if using these goods.

1.2 Purpose Of Study

The following are some of the purposes of this research:

- To analyse the problems of Philips products, namely earphone products, found in the products.
- To provide recomendation and ideas about how issues found on Philips earphones can be solved.

1.3 Problem Statment

Nowadays, the use of electronic goods, especially electronic devices, is very popular. Products like earphones are in high demand by consumers. However, Philips earphones have their own problems. Therefore, problems such as broken wires and so on bother users. This makes the demand for Philips earphone products less demanding than today's consumers.

2.3 Product

Philips Company sells a wide range of household appliances such as laundry, kitchen appliances, home comforts, and lighting. In fact, Philips also sells electronic devices, namely earphones. This case study only focuses on products that are wired earphones manufactured by Philips. Philips produces several types of earphones such as wire earphones, cordless earbugs and sports earphones.

1. In-ear headphones with mic TAE4105WT/00

Acoustic system	Closed
Diaphragm	PET
Magnet type	Neodymium
Voice coil	CCAW
Speaker diameter	10 mm

2. In-ear headphones with mic PRO6105BK/00

Acoustic system	Closed
Magnet type	Neodymium
Voice coil	CCAW
Diaphragm	Mylar dome
Cable length	1.2 m