





COMPANY ANALYSIS

PHILIPS SDN.BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENT

	CONTENT	PAGE
1	List of figures	i
	List of tables	ii
	Executive Summary	iii
2	Introduction	
	1.1 background of study	1
	1.2 purpose of study	1
	1.3 problem of statement	2
3	Company information	
	2.1 background company	3
	2.2 organization structure	5
	2.3 product/service	6
	2.4 Technology	8
	2.5 Business, Marketing, Operational Strategy	9
4	COMPANY ANALYSIS	
	3.1 SWOT	12
5	FINDINGS AND DISCUSSION	
	4.1 Findings	15
	4.2 Discussion	16
6	recommendation and improvement	17
7	Conclusion	18
8	Reference	19
9	Appendices	20

EXECUTIVE SUMMARY

Philips Sdn.Bhd is a company that produces various types of home appliance products. Philips Sdn. Bhd is a public trading company founded by Gerard Philips on January 25, 1960. It is located in Petaling Jaya, Selangor, Malaysia. One of the products produced by Philips is blender is a kitchen and laboratory appliance used to mix, purée, or emulsify food and other substances. The objective of this study is to analyze the problems faced by Syarikat Philips Sdn. Bhd. and provide better solutions to overcome these problems and give suggestions to companies in order to improve their company in the future.

After doing company analysis, there are some problems that are based on the blender. In this study there are 3 Problems namely Unclear instruction, difficult bring anyway and noisy. Therefore, this study was released with three alternatives. The first alternative is a rechargeable to make it easy to carry anywhere. The second alternative is a multifunction blender so that users use only one blender to make juice, ice blender, blender raw materials and cooking ingredients. The next alternative is size should produce a smaller size so that it is easy to carry anywhere and can be stored in a narrow place The last alternative is Blender 2 in 1. Blender containers are not only for blenders but can make bottles so there is no need to use other containers to fill them. Therefore, this study was issued with the recommendation to choose one of the alternatives. This study suggests to choose to produce a blender. This is because the rechargeable blender is one of the alternative blender problems

1.0 INTRODUCTION

1.1 Background of study

A blender is a kitchen and laboratory appliance used to mix, purée, or emulsify food and other substances. A stationary blender consists of a blender container with a rotating metal blade at the bottom, powered by an electric motor that is in the base. Some powerful models can also crush ice and other frozen foods. The newer immersion blender configuration has a motor on top connected by a shaft to a rotating blade at the bottom, which can be used with any container. The Blender Foundation (2002) is an independent public benefit organization. Its spin-off corporation Blender Institute (2007) hosts the foundation's offices and currently employs 15 people who work on the Blender software and creative projects to validate and test Blender in production environments. Blender is the free and open source 3D creation suite. It supports the entirety of the 3D pipeline, modeling, rigging, animation, simulation, rendering, compositing and motion tracking, even video editing and game creation. Advanced users employ Blender's API for Python scripting to customize the application and write specialized tools; often these are included in Blender's future releases. Blender is well suited to individuals and small studios who benefit from its unified pipeline and responsive development process.

1.2 purpose of study

The purpose of this case study is to investigate, identify and analyzed the companybased product, their problems and proposed solutions regarding their problems. By doing this, I can study the window of opportunity to exploit the markets with new product. Hence, the best implementation of innovations that were going to be added to the given problem. The target company that I want to make improvements is PHILIPS.

2.3 product /service

TYPE OF PRODUCT / SERVICE	CLASSIFICATION	DESCRIPTION
	OF PRODUCT /	
	SERVICE	
	 1100 W 40 auto- cook 2 L glass jar 	Blend & cook for soups, smoothies, sauces and more Blend and heat for soups, smoothies, sauces
	 1400 W ProBlend 6 3D 2 L glass jar 	With ProBlend 6 3D technology, 1400 watts of power and speeds up to 35,000 RPM, enjoy smoother smoothies and blends with just the right taste and texture. Proven to motivate users to increase fruits and vegetables in their diet.