



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# PHILIPS

(ENT600)

**TECHNOLOGY ENTREPRENEURSHIP: CASE STUDY**

**FACULTY / PROGRAM : FACULTY OF SPORT SCIENCE AND RECREATION  
BACHELOR OF SPORT SCIENCE (SR243)**

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**PROJECT TITLE : CASE STUDY OF PHILIPS GROUP**

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## **EXECUTIVE SUMMARY**

Learning theories only give us small view but not how to deal with real situation. As a UiTM Perlis student, it is a part of study to do a case study project on purpose to research more about a product and other informations related. We deeply interested to learn more about Philips, an electronics retailer.

Firstly, related general information has been collected through primary and secondary sources. Secondly, the report contains the specialized subject studies. The objective of this project is to learn more about the background, organizational structure, product and service provided.

In this task, I have conducted a SWOT analysis of the product I chose. I have studied a product which was air purifier by a company named as Philips. Here, I will be sharing about the problems of smart door lock detected. The noticeable problems are the price of the air purifier is too high, troubleshooting problem and air suction is not strong enough. Through this case study, I will be describing more deeper about the problems and alternatives solutions regarding the problems.

## **2.3. Product**

Philips Group offers variations types of products such as sound and vision, personal care, mother and child care, household products, lighting, health and automotive. There are more than hundreds types of philips products that available in many supplier stores that available in Malaysia. A lot of people would like to buy home appliances products will come and buy at philips stores since it offers a great quality product with affordable price and can be used for a long period time. Here, we will be discussing regarding about the household products offered by Philips Group. There are many types of household product that are available in their stores and supplier that users can get. The products however are priced differently according to the types and its features.

### **2.3.1 Services**

- **Virtual Customer Experience Center**

The company offer virtual customer experience center to help the users that dont know on how to use the equipment. They will be using the philips website through their condensed and in-depth demo videos. Watch webinars by browse the library of on demand demos and talks in the Philips Live forum.

- **Contact Us**

For any problem that related to Philips product, the users can contact the philips hotline number to get more info related to the problem. Users also can walk in to the nearest customer care services.

- **Pick up and Delievery**

Philips also provide pick up and delievery for any purchase of thier product or any problem that related to their product. The charge also will be count during the delievery.

- **Warranty**

All Philips product have a warranty depends on the types of the product. If there is any problem according to the philips product and the warranty is still active and available, the users are allowed to change or repair the broken products.

## **2.4 Technology**

For over more than 130 years, Philips have experience a lot of new technology that they had been used for their product. Day by day, as we can see nowadays the Philips product become more sophisticated and a lot of improvement in terms of their quality also. Their system architects