



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
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Koninklijke Philips N.V.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

Philip is a well-known brand in the community . It was founded in 1891 by Gerard Philips and his father Frederik, with their first product which is light bulbs . Philips brand products are now in thousands of stores around the world. Philips of the Netherlands is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment, and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company is a leader in diagnostic imaging, image-guided therapy, patient monitoring, and health informatics, as well as in consumer health and home care.

2.3 Products/Services

Phillips focuses on technology to improve health and enable better outcomes across all levels of health from prevention to healthy living, diagnosis to treatment and care at home. In Malaysia, the Philips brand is more famous for electronic goods such as cooking utensils, home electronics and other electronics.

2.4 Technology

Nowadays technology is commonly used in business. Philips is a company that produces technology based products. Among them are household electrical items, electrical cooking items and others. Philips companies also use technology to market the goods they sell. Among the technologies they use are websites, social media and more.

2.5 Business, marketing, operational strategy

The marketing done by Philips includes 4p which are products, prices, place and promotions. Marketing strategies help companies achieve goals or objectives. Philips is one of the leading consumer electronics brands.

- Product

Philips has three business divisions in its marketing mix product portfolio. Each Philips division has its own range of products that cater to a different target audience. Among them are Philips Consumer Lifestyle division, Philips Healthcare division and Philips Lighting division.