



Company Analysis

Philips Multinational Conglomerate Company

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY	: Faculty of Architecture, Planning and Surveying
PROGRAMME	: Bachelor of Surveying Science and Geomatic
SEMESTER	: 8
PROJECT TITLE	: PHILIPS Universal Remote Control
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ADKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah and His blessing for the completion of this thesis. I thank God for all the opportunities, trials and strength that have been showered on me to finish writing the case study report for subject ENT600 (Fundamentals of Technology Entrepreneurship). First and foremost, I would like to sincerely thank my lecturer Dr. Shafiq Shahrudin for his guidance, understanding, patience and most importantly, he has provided positive encouragement and a warm spirit to finish this case study report. It has been a great pleasure and honour to have him as my lecturer. I would sincerely like to thank all my beloved friends who were with me and support me through thick and thin.

Mohd Amirul Hakimi Bin Mat Nasir

EXECUTIVE SUMMARY

PHILIPS company is a world-wide company covering more than hundreds of countries supplying their product over more than 10 decades. The company provides Personal Healthcare that focus the Personal Care, Consumer Electronics and Domestic Appliance, Connected Care and Diagnosis & Treatment that related to Medical Systems.

This case study focuses on the product of Philips Universal Remote Control to analyse the weakness and come out with a good invention. This product found to be high chance for being broke by the use of usual material for any plastic product especially remote control. Besides, the slim size makes it much easier to break. Come out with solution, the company should manage to study the suitable material and also increase the size. the remote control also comes with no base with make it lost. This is a very common problem happen to every household dealing with remote control. With an innovation to the remote control by our company, the suitable base will create to overcome the problem that introduce some of features. The features work to increase the function of the remote control itself.

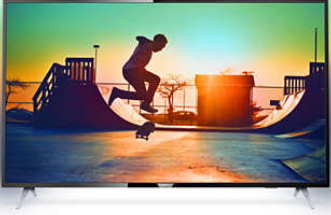

Despite for having many buttons on the remote control, the new innovation will decrease the buttons and change it with voice detection system. These features will replace the function of buttons since to much button make user hard to understand the function with a bundle of manual that also sometimes not really helpful to use especially to elder user. A new product will create to increase the function and design of remote control widely be used by all user.

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2.3 Product/Services

Table 2.3: Product/Services Produce by PHILIPS

Type of Product/ Services	Classification of Product/Services	Description
<p>1) 4K Ultra Slim Smart LED Smart TV</p> 	<ul style="list-style-type: none"> • Ultra HD LED TV • 55" • Built-in Smart TV 	<p>Smart TV that give experience of 4K Ultra HD LED TV with Ultra Slim silhouette. The features that provide much sophistication that will bring to the décor.</p> <p>Entering to the most vivid picture with Pixel Precise Ultra HD. Its covert input picture into moving image with exceptional contrast.</p>
<p>2) Micro Music System</p> 	<ul style="list-style-type: none"> • Audio home system 	<p>Audio home system that provide the feature to play any song via CD, MP3-CD, USB and FM. It is complete with Bluetooth mode and USB mode for charging. Suitable for home use since the ability to connect via many sources of music and small in size. A clear sound and good bass were provided in this product from 3" woofers and bass-reflex ports.</p>