



**COMPANY ANALYSIS**

**PHILIPS SDN. BHD**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

<b>FACULTY &amp; PROGRAMME</b>	:	FACULTY OF SPORTS SCIENCE AND RECREATION (SR241)
<b>SEMESTER</b>	:	5
<b>PROJECT TITLE</b>	:	CASE STUDY OF PHILIPS SDN.BHD
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## **EXECUTIVE SUMMARY**

Philips believes in constant innovation and progress. On the back of a strong product line-up, they accelerated growth and increased profitability. Philips which is a more focused group, able to deliver consistent performance while continuing its transformation into a market driven lifestyle and technology company their innovative products enhance people's lives, giving them easy access to quality of life benefits.

After that, Philips company have three type of hair straightener product that is Straightener Prestige with SenseIQ BHS830/00, Moisture Protect Straightener HP8372/03 and Straight Care Advanced Straightener BHS675/03.

Based on the analysis, among the problems faced is not the latest technology, not comparable to the improvement from other companies. Second, it has no color choice and the last one takes too long, 60 minutes to turn off. All three are factors in the problem of hair straightening products.

After that, various alternatives are done to further improve the quality of technology so that hair straightening products from Philips company are in an equivalent position with other companies. Among the alternatives used is rechargeable. Second, durables flexing plates and lastly is to use 6-cell lithium-ion battery and fast charging. This alternative can satisfy the tastes and satisfaction of the consumer

To make improvement the company should make this product can be rechargeable when the user does not use it just like power bank so when the user wants to use it, they can use it anywhere or anytime they want as long as it already charges before. This product will make easy for user to use it at anywhere without thinking if that place has plug or not.

## 2.0 COMPANY INFORMATION

### 2.1 Background

The Philips Company was founded in 1891, by Gerard Philips and his father Frederik Philips. Frederik, a banker based in Zaltbommel, financed the purchase and setup of an empty factory building in Eindhoven, where the company started the production of carbon-filament lamps and other electro-technical products in 1892. This first factory has since been adapted and is used as a museum.




Philips Malaysia Sdn. Bhd. engages in the manufacture, export, sale, and marketing of healthcare products, lighting systems, and consumer electronics. The company was founded in 1960 and based in Petaling Jaya, Selangor, Malaysia.

**Table 2.1: Philips Company's Information.**

Name	:	Philips Malaysia Sdn Bhd
Address	:	Level 9, Menara Axis No. 2, Jalan 51A/223 46100 Petaling Jaya Selangor
Care line number	:	03-79657488
Website	:	<a href="http://philips.com.my/">http://philips.com.my/</a>
Incorporation Date	:	January 25, 1960

## 2.3 Product

**Table 2.3: Type of product hair straightener from Philips**

TYPE OF PRODUCT	CLASSIFICATION OF PRODUCT	DESCRIPTION
 <p><b>Figure 2.3.1</b> Straightener Prestige with SenseIQ BHS830/00</p>	<ul style="list-style-type: none"> <li>• 3 styling modes (fast, normal, gentle)</li> <li>• 110mm extra-long plate</li> <li>• 14 temperature settings (120°C~230°C)</li> <li>• 15 sec heat up</li> </ul>	<p><b>SenseIQ technology:</b> Active digital sensor measures your hair's temperature by more than 20,000 times per styling session and adapts the temperature to your unique hair to prevent overheating.</p>
 <p><b>Figure 2.3.2</b> Moisture Protect Straightener HP8372/03</p>	<ul style="list-style-type: none"> <li>• 90mm long plate</li> <li>• 3 temperature settings (150°C, 175°C, 200°C)</li> <li>• 15 sec heat up</li> </ul>	<p><b>Moisture Protect technology:</b> Sensor diagnoses your hair's moisture levels and adapts the temperature to protect the hair from overheating, preserving hair's natural moisture balance.</p>
 <p><b>Figure 2.3.3</b> Straight Care Advanced Straightener BHS675/03</p>	<ul style="list-style-type: none"> <li>• 105mm extra-long plate</li> <li>• 11 temperature settings (130°C~230°C)</li> <li>• 30 sec heat up</li> </ul>	<p><b>Uni Temp sensor:</b> protects hair against unnecessary high heat. Get same results with a 20°C lower heat setting.</p>