



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**FACULTY OF SPORTS SCIENCE AND RECREATION**

**BACHELOR OF SPORTS MANAGEMENT**

**(SR241)**

**TECHNOLOGY ENTREPRENEURSHIP**

**(ENT600)**

**RSR241 5B**

**CASE STUDY**

**PREPARED FOR:**

**DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN**

**PREPARED BY:**

**MOHAMAD ZAKWAN BIN MOHAMAD (2018401342)**

## **ACKNOWLEDGEMENT**

First of all, I would like to thank ALLAH S.W.T and His Messenger, the Prophet Muhammad. S.A.W. This is because of His blessings; this helps me to complete this report of the case study on time. With determination and a lot of patience, I finally managed to finish this paper. My efforts and resources, God willing, are commensurate with all the time spent doing research and discussion and allowing some theoretical hints to drive performance. In addition, I would like to thank the individuals who guided me make a case study report and successfully complete it in a timely manner. First, I would like to thank my ENT 600 lecturer, Dr.Athifah Najwani Hj Shahidan, She has guided me on how to complete this project and she also helped in doing research in choosing a company. Next, I would like to thank all my friends who have helped and shared ideas. They also gave me support and some advice to make sure my project was completed on time. Finally, I would also like to thank my parents and relatives who always prayed for me well and gave them time to listen to my problems as well as giving them support and some advice.

## **EXECUTIVE SUMMARY**

This is an attempt to find out how the theory can be applied to practical situations. As a student at UiTM Perlis, this is part of the study for all those who live project case studies. So, for this purpose, we have the opportunity to examine a company that produces a similar product that we want to develop, which is the Philips company, which is currently based in the Netherlands.

First of all, general company information was collected. Information gathered through primary and secondary sources as well. The second part of this case study contains a study on a particular subject. The objective of this project is to work on the background, organizational structure, products and services, issue, problem statement, and expectations prevailing in the company and Philips products. Next, I studied about one product, namely shaver Philips Electronics.

In my research on the company Philips There are some problems with the electronics Philips shaver products. Therefore, I will tell you more information to the reader in my case studies. In this case study, we analyzed the strengths, weaknesses, opportunities and threats of this company in the real business world using SWOT analysis. In addition, I will provide recommendations and conclusions in this case study.

# TABLE OF CONTENT

	<b>PAGE</b>
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
LIST OF TABLE	vi
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	
1.2 Problem Statement	1
1.3 Purpose Of The Study	
<b>2. COMPANY INFORMATION</b>	
2.1 Background	2-6
2.2 Organizational Structure	
2.3 Products/Services	
2.5 Business,Marketing and Operation Strategy	
<b>3. COMPANY ANALYSIS</b>	7-9
3.1 SWOT	
<b>4. FINDINGS AND DISCUSSION</b>	10-11
4.1 Findings	
4.2 Discussion	
<b>5. CONCLUSION AND RECOMMENDATION</b>	12
<b>6. RECOMMENDATION</b>	13
<b>7. APPENDIX</b>	14
<b>8. REFERENCES</b>	15

Chief Market Leader of Philips Greater China	Andy Ho
Chief Business Leader Connected Care	Roy Jakobs
CEO Philips Domestic Appliances	Henk Siebren de Jong
Chief Business Leader Personal Health	Deeptha Khanna
Chief Business Leader Image Guided Therapy	Bert van Meurs
Chief of International Markets	Edwin Paalvast
Chief Market Leader of Philips North America	Vitor Rocha
Chief Human Resources Officer	Daniela Seabrook
Chief Innovation and Strategy Officer	Jeroen Tas
Chief Business Leader Precision Diagnosis	Kees Wesdorp

### 2.3 Product/Services

Philips is organized into three main sections namely Philips Healthcare (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care) Professionals and Philips Healthcare (formerly Philips Medical Systems). This study focuses on shaving hair for human hair removal all over the body. Philip Company also produces some quality shavers.

- 1) Shaver series 9000 Senso Touch Wet & dry electric shaver RQ1275/16
  - Ultra Track & Gyro Flex 3D
  - 60 min cordless use/1h charge
  - RM 1414.00
  
- 2) Shaver series 5000 PowerTouch Dry electric shaver PT870/14
  - Dual Precision Flexing heads
  - 50 min cordless use/1h charge
  - Pop-up trimmer
  - RM 1299.00
  
- 3) Star Wars special edition Wet and dry electric shaver