



PHILIPS

COMPANY ANALYSIS

PHILIPS MALAYSIA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

Philips Koninklijke N.V. A Dutch multinational conglomerate corporation founded in Eindhoven (literally Royal Philips, usually shortened to Philips, stylized in its logo as PHILIPS) is a Dutch conglomerate corporation. It has had most of its headquarters in Amsterdam since 1997, but the Benelux headquarters are still in Eindhoven. Philips was once one of the world's largest electronics firms, now concentrating on healthcare technology, with the divestment of other divisions. It was founded by Gerard Philips and his father Frederik in 1891, with light bulbs being their first products. It currently employs about 74,000 employees in 100 countries. In 1998, the company received its royal honorary title and in 2013 dropped the "Electronics" in its name, owing to its reorientation from consumer electronics to healthcare technology.

Toaster is a small electrical device constructed by exposing the piece to high heat to create toast to bake a piece of bread. This appliance is capable of baking different types of sliced bread products. In 1893, and later through its growth throughout the years, the device was invented in Scotland, including the implementation of an automatic mechanism system to stop the burning and processing of bread slices.

The toaster from Philips has new technology. Compared to several other branded toasters, this toaster has come a long way. This can be seen since distinct types and models are created by Philips toasters. This has shown that the toaster from Philips has the highest efficiency compared to toasters offered by other businesses.

1.0 INTRODUCTION

1.1 Background Of The Study

Electronics involves physics, engineering , technology and applications that deal with the vacuum and matter emission, movement and control of electrons. It uses active devices to control the flow of electrons by amplification and rectification, which distinguishes it from classical electrical engineering that uses passive effects such as resistance , capacitance and inductance to control the current flow. There are numerous enterprises that manufacture electronic products. Companies from Japan, including Panasonic, Philip, Khind and so on, are among the companies that get reactions from hardcore customers. The business manufactures electronic products that can be used by anyone.

Smartphones, vacuums, televisions, washing machines and so on are among the items of people's choosing. This is because the items manufactured by well-known firms have their own commodity content produced on the market. However, there are benefits and drawbacks for customers when using electronics.

1.2 Purpose Of Study

Every product has the feature that is distinctive and function that that distinctive. hence, this study carried out by h to care every product issued by large company like Philip's company. product that will be studied will use analysis SWOT in handling feature that exist on the product

2.3 Product

A wide variety of household appliances such as laundry, kitchen utensils, home comforts, and lighting are provided by Philips Company. In reality, electronic products, namely toasters, are also marketed by Philips. This case study focuses only on a toaster product that has 2 spaces generated by Philips. Toasters like the HD2581 / 91 toaster are made by Philips

Product feature

- Adjustable browning
- Automatic shut-off
- Cancel button
- Cool wall exterior
- Defrost function
- High lift function

2.4 Business Strategy

- Vision & Mission

At Philips, we are striving to make the world healthier and more sustainable through innovation, with the goal of improving the lives of 3 billion people a year by 2030.

- Objective

As a leading health technology company, it is our purpose to improve people's health and well-being through meaningful innovation. We aim to improve 2.5 billion lives per year by 2030. We will be the best place to work for people who share our passion, promoting personal development, inclusion and diversity. Together we will deliver superior, long-term value to our customers and shareholders, while acting responsibly towards our planet and society, in partnership with our stakeholders.