



# PHILIPS

## COMPANY ANALYSIS

**PHILIPS SDN. BHD.**

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

**FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION**

**SEMESTER : 5**

**PROJECT TITLE : CASE STUDY OF PHILIPS SDN. BHD.**

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## **EXECUTIVE SUMMARY**

Philips is a company that produces variety types of household appliance products. Philips is a publicly founded by Gerard Leonard Frederik Philips in 1891. Hair dryer as the name very well suggests is mainly used to dry hair after a wash and also styles them in many ways. the first objective of this company as a leading health technology company. So this objectivr analyse the problems that Philips Sdn. Bhd. in order to improve your business in the future, the company faced better and provided better solutions to solve the problems and suggested recommendations to the company.

I conducted a SWOT analysis at the end of the study to identify these types of problems. Thus it is recommended that this study select one of the alternatives. This study proposed that easy hair dryer be produced. This is because the existing product rechargeable hairdryer can solve nearly all the problems in this closet.

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## **1.0 INTRODUCTION**

### **1.0 Background of the study**




A hair dryer or blow dryer is an electromechanical device that blows ambient or hot air over damp hair to speed the evaporation of water to dry the hair. Blow dryers enable better control over the shape and style of hair, by accelerating and controlling the formation of temporary hydrogen bonds within each strand. These bonds are powerful (allowing stronger hair shaping than the sulfur bonds formed by permanent waving products) but are temporary and extremely vulnerable to humidity. They disappear with a single washing of the hair. The normal use of a hair dryer to hairstyles using blow dryers usually have volume and discipline, which can be further improved with styling products, hairbrushes, and combs during drying to add tension, hold and lift. Blow dryers were invented in the late 19th century. The first, stationary, model was created by Alexander F. Godefroy in his salon in France. The handheld, household hair dryer first appeared in 1920. Blow dryers are used in beauty salons by professional stylists and in the household by consumers.

### **1.1 Problem statement**

Hair dryer is an electronic device which finds use in almost every household. This appliance, as the name very well suggests is mainly used to dry hair after a wash and also styles them in many ways. It is useful for both men and women and is definitely the most used hair styling device ever made. However your hair dryer can encounter various types of problems which might make them difficult for you to use and easy to carried everywhere. The following is a list of the common problems with hair dryers which you must know about. The hair dryer requires in the philips company is in terms of its design need to increase the innovation.

### 2.3 Product

**Table 2: Product / Service Provided by Philips Sdn. Bhd.**

TYPE OF PRODUCT/ SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTION
<p>SpaShine Hairdryer BHC111/03</p>  <p>Figure 4</p>	<ul style="list-style-type: none"> <li>• Foldable handle for easy portability</li> <li>• ThermoProtect</li> <li>• 1600W for gentle drying</li> </ul>	<p>KeraShine range hair dryer, specially designed air outlet with Kerartin coating and millions of ion for a comprehensive and deep nourishment, ensures you will minimize frizz and achieve the beautiful shiny results.</p>
<p>DryCare Advanced Dryer BHD186/03</p>  <p>Figure 5</p>	<ul style="list-style-type: none"> <li>• ThermoBalance sensor</li> <li>• Ionic 2200W</li> </ul>	<p>Continuous change of hot and cold airflow provides a pleasant sensation for hair and scalp. The drying power of 2200W and the TurboBoost setting give you the quick powerful drying and styling you need.</p>
<p>DryCare Prestige MoistureProtect Hairdryer HP8281/03</p>  <p>Figure 6</p>	<ul style="list-style-type: none"> <li>• MoistureProtect technology</li> <li>• 2300W drying power</li> <li>• Ionic care for shiny hair</li> </ul>	<p>The MoistureProtect Hairdryer has an infrared sensor which continually measures the optimal temperature to dry your hair, preserving its natural moisture.</p>