



COMPANY ANALYSIS

PHILIPS COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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NAME : MOHAMAD FAZRILL AFIFI BIN ABD RAHMAN
LECTURER : DR. ATHIFAH NAJWANI HJ SHAHIDAN

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Executive Summary

Learning theories only give us small view but not how to deal with real situation. As a UiTM Perlis student, it is a part of study to do a case study project on purpose to research more about a product and other information related. We deeply interested to learn more about Philips, an electronics retailer.

Firstly, related general information has been collected through primary and secondary sources. Secondly, the report contains the specialized subject studies. The objective of this project is to learn more about the background, organizational structure, product and service provided.

In this task, I have conducted a SWOT analysis of the product I chose. I have studied a product which was hair clipper by a company named as Philips. Here, I will be sharing about the problems of product detected. The noticeable problems are higher price than competitor, produce noisy sound and need to charge for too long. Through this case study, I will be describing more deeper about the problems and alternatives solutions regarding the problems.

1.0 Background of the Study

The background of study related to the assignment is to helps us to receive and obtain a better grasp of the concept of the problem faced by the company using SWOT analysis. Next, countermeasures and the solution of the problems faced and the organizational structure of the company. For this assignment we chose the Philips company as our subject. As we know Philips company is specialized in Creating meaningful innovation that improves people's health and well-being. This company see that healthcare as a connected whole by producing product that helps people to live healthily and prevent disease. In Philips company, they have designed and manufactured variety of product to fulfill the customer needs. At the end of study customer will be attracted with Philips product that provided a good quality and keep reliable year by year.

1.2 Problem Statement

In the time being, Philips faced so many other rivals at the same level business. As a challenge, they need to keep up the pace with higher quality goods and services. We all been knowing that there are many other household products that offers great services just like Philips. Some users claimed that some brands offer them better in price than Philips. However, Philips is known as a good quality products and services, thus, Philips try to figure out on how to promote their services and giving customers many offers suits the quality that Philips have.

2.3.1 Product

Philips Group offers variations types of products such as sound and vision, personal care, mother and child care, household products, lighting, health and automotive. There are more than hundreds types of philips products that available in many supplier stores that available in Malaysia. A lot of people would like to buy home appliances products will come and buy at philips stores since it offers a great quality product with affordable price and can be used for a long period time. Here, we will be discussing regarding about the household products offered by Philips Group. There are many types of household product that are available in their stores and supplier that users can get. The products however are priced differently according to the types and its features.

2.3.2 Services

- **Virtual Customer Experience Center**

The company offer virtual customer experience center to help the users that dont know on how to use the equipment. They will be using the philips website through their condensed and in-depth demo videos. Watch webinars by browse the library of on demand demos and talks in the Philips Live forum.

- **Contact Us**

For any problem that related to Philips product, the users can contact the philips hotline number to get more info related to the problem. Users also can walk in to the nearest customer care services.

- **Pick up and Delievery**

Philips also provide pick up and delievery for any purchase of thier product or any problem that related to their product. The charge also will be count during the delievery.

- **Warranty**

All Philips product have a warranty depends on the types of the product. If there is any problem according to the philips product and the warranty is still active and available, the users are allowed to change or repair the broken products.