



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PHILIPS

COMPANY ANALYSIS

KONINKLIJKE PHILIPS ELECTRONICS N.V. (PHILIPS)

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION

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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's 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 Philips Perfectcare Aqua Iron (GC8625) by a company named as Philips. Here, I will be sharing about the problems of Philips Perfectcare Aqua Iron (GC8625) detected. The noticeable problems are requiring long time to be ready for use, cable easily torn and not portable or immovable. Through this case study, I will be describing more deeper about the problems and alternatives solutions regarding the problems.

3.4. Product / Services

3.4.1. Product

Philips Group offers variation types of products such as sound and vision, personal care, mother and childcare, household products, lighting, health and automotive. There are more than hundred types of Philips products that available in many suppliers 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.

3.4.2. Services

3.4.2.1. Virtual Customer Experience Centre

The company offer virtual customer experience centre to help the users that do not 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.

3.4.2.2. Contact Us

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

3.4.2.3. Pick up and Delivery

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

3.4.2.4. Warranty

All Philips products 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 can change or repair the broken products.