



BACHELOR OF SCIENCE (HONS.) MATHEMATICS AND MANAGEMENT (CS248)

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

PHILIPS

COMPANY ANALYSIS

NAME OF COMPANY: COMPANY PHILIPS

SEMESTER: 6

PROJECT TITLE: CASE STUDY ON FOOD PROCESSOR FOR PHILIPS'S COMPANY

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TABLE OF CONTENT

TITLE	PAGE
ANKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
LIST OF TABLE	4
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	
1.1 BACKGROUND OF THE STUDY	6
1.2 PROBLEM STATEMENT	6
1.3 PURPOSE OF THE STUDY	6
2.0 COMPANY INFORMATION	
2.1 BACKGROUND	7
2.2 ORGANIZATIONAL STRUCTURE	8
2.3 PRODUCTS/SERVICES	9
2.4 TECHNOLOGY	10
2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY	10
3.0 COMPANY ANALYSIS	
3.1 SWOT	11
4.0 FINDINGS AND DISCUSSION	
4.1 FINDINGS AND DISCUSSION	12
5.0 RECOMMENDATION AND IMPROVEMENT	13
6.0 CONCLUSION	14
7.0 REFERENCES	15
8.0 APPENDICES	16

EXECUTIVE SUMMARY

The company that chosen by me is Philips's company. This case study begins with an introduction for Philips's company with their background history of the company. Then, the organizational structure, product and services, technology and business, marketing and operational strategy company. Next, this study will analyse using SWOT analysis. At the end of this case study, I had provided the finding and discussion to solve the problem and also the recommendation and improvement for the company to improve their quality of the product to make a high demand. Lastly, for the conclusion that I can get from this case study about analysis of the company's product.

2.3 PRODUCTS/SERVICES

Viva Collection Compact Food Processor HR7530/11



Figure 1: Food processor

Colour	Black only
Material accessories	Metal (2 in 1 disc) and plastic (kneading tool and emulsifying disk)
Material blade	Stainless steel
Material jar	SAN
Material of main body	ABS
Material pulp container/pusher	SAN
Number of speed settings	2 + pulse
Number of slicing disc	1 (reversible)
Product features	Cord storage, Dishwasher safe, Integrated cord storage, Non-slip feet, Pulse
Capacity bowl	2.1 L
Working capacity bowl	500g flour or 1.5 L
Frequency	50-60 Hz
Power	850 W
Voltage	220-240 V
Dimensions of product (LxWxH)	244 x 244 x 377 mm
Made in	China
Two year worldwide guarantee	Yes

Table 3: Technical Specifications