



اَوْنَبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**PHILIPS**

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

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## EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau, Perlis, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to do some research about a company which manufactured the same product that I want to develop, which is Philips company, currently based in Eindhoven and the headquarter at the Malaysia is located at the Petaling Jaya.

For the first part of the case study, the information of the company and all the information based on the product is being investigate and gather. The information is gathered by using the internet sources in order to get the information of the company profile, history of the company, organizational structure, types of product, services, and many more. Most of the information can be obtain from the company websites as the information can be considered as legit and trusted. From the observation, Philips company is a well-known company and have various types of products such as vacuum, television, blender and also the healthcare machine such as the X-ray machine.

The main focus of this case study is about the performance of the vacuum due to the charging hour and operation runtime. Besides, from the vacuuming activity, the vacuum makes some noise which can be consider as loud. So, to overcome all these complains from the customer, there will be some improvement regarding the battery and the noise from the vacuum. The implementation of the lithium-ion battery and the porous material will help to overcome the problem of the product.

In this case study, the strength, weaknesses, opportunities and threats of this company in real business world had been analysed by using the SWOT analysis. Thus, all the needs and demands from the product can be analysed and can come out with the new solution to fix all the problem.

## 2.3 PRODUCT/SERVICES

### Bagless Vacuum Cleaner



*Figure 8: Bagless Vacuum Cleaner*

Performance	Input power (IEC)	1200 W
	Input power (max)	1400 W
	Suction power (max)	200 W
Usability	Action radius	7 m
	Carrying handle	Top and front
	Cord length	4.5 m
	Tube type	Plastic 2-P tube
	Wheel type	Plastic
	Tube coupling	Conical

The compact Philips vacuum cleaner for powerful cleaning. Easy to store, carry and maneuver because of it is so lightweight and small size. The dust container is easy to be clean and helps avoiding the dust clouds. The PowerCyclone technology that can deliver the best cleaning result in one go through 3 highly efficient steps.