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UNIVERSITI
TEKNOLOGI
MARA

PHILIPS

COMPANY ANALYSIS

PHILIPS

TECHNOLOGY ENTREPRENEURSHIP ENT: CASE STUDY

FACULTY : AS- FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY

SEMESTER : 4

PROJECT TITLE : MULTIFUNCTIONAL STEAM FLOOR

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ACKNOWLEDGEMENT

Alhamdulillah, first of all, I would like to express my deepest appreciation to all those who provided me the possibility to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject.

A special gratitude I give to my lecturer Dr. Shafiq Shahrudin for giving me an opportunity to do this case study and providing us all support and guidance which made me complete the case study on time.

Last but not least, I would like to express my gratitude to my friends especially my classmates and beloved family for their support, encouragement and helping me in finishing this case study assignment.

Aina

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EXECUTIVE SUMMARY

Philips is one of the largest electronic company that focusing on the Personal Health (formerly Philips Consumer Electronics and Philips Domestic Appliances and Personal Care), Connected Care, and Diagnosis & Treatment (formerly Philips Medical Systems). In this company analysis, it is focusing on Sweep and Steam Cleaner produced by the Philips to be research and analysed about their current problems and come out with the solutions.

The first problem regarding their product is do not have variations size of nozzle cleaning. It only have one size of nozzle that quite in a big size. The small and narrow places cannot be clean properly because the nozzle cannot reach to do cleaning and steaming. As for the next problem is their product has small water tank which is 450 ml. It only can manage 20 minutes of steaming before they need refilling. This small tank only allow small space area for cleaning jobs and need to be refilling water often once it dry. With this way, users need to do extra works because keep on refilling the water tank until their cleaning works is done and will waste their time.

Aside from that, there are few solutions to that which is do innovation by adding few more size of nozzles that will make consumer's house can be clean and steam all places includes small and narrow places. The next solutions is upgraded tank capacity size more than 2 litres so that users will continues cleaning house with the product up to 2 hours which is the enough time to clean the whole house. All of these solutions are considered to upgrade quality product of Philips in order to make the company growth well.

2.3 Products / Services

CATEGORIES OF PRODUCT	CLASSIFICATION OF PRODUCT
Sound & vision	<ul style="list-style-type: none"> • TV, Monitors and Video • Audio • Communication • Accessories
Personal Care	<ul style="list-style-type: none"> • For Men • For Women • Oral Health Care
Mother and child care	<ul style="list-style-type: none"> • Guidance & Support • For babies • For toddlers
Household products	<ul style="list-style-type: none"> • Kitchen Appliances • Coffee • Ironing • Air Purifier • Floor care • Smart Security
Lighting	<ul style="list-style-type: none"> • Consumer lighting • Philips Hue
Health	<ul style="list-style-type: none"> • Respiratory Care
Automotive	<ul style="list-style-type: none"> • Car • Motorcycle • Accessories

Table 2.1 Categories of Products