



# COMPANY ANALYSIS

PHILIPS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME** : FACULTY OF COMPUTER AND MATHEMATICAL  
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## **EXECUTIVE SUMMARY**

This case study examines how a company managed to design, manufacture, and market its products. The company that I had chosen to explore is Philips. One of the products that attracted me to get more information is Philips Electric Water Heater AWH1122B, one of the shower products produced by Philips. Even though the shower has a good quality, some weaknesses need to be improved according to the current technological developments. As we know, wastage of water often occurs during the bathing process. The use of a shower is also one of the causes of water wastage. To prevent this situation, the company needs to produce a more advanced shower that may well resolve it. With the added digital temperature and water flow control, it can surely help the user reduce the wastage of water.

## 2.3 Products

Philips makes a variety of showers, and the Philips Electric Water Heater AWH1122B was selected for this case study. This product had a basic style, but it was of high quality. This shower is also reasonably priced in comparison to its efficiency. Figure shows the Philips Electric Water Heater AWH1122B.



Figure 2 Philips Electric Water Heater AWH1122B

Specifications of Philips Electric Water Heater AWH1122B :

### **General specifications**

- Capacity: 25L
- Heating element: Incoloy 840
- Resistor magnesium anode
- Max water heating temperature: 75 °C
- Max water pressure: 8 bar
- Safety valve
- Voltage and frequency: 230V, 50Hz
- Waterproof: IPX4

### **Filter specifications**

- Filter model: AWP9820
- Replacement filter cartridge: AWP182, AWP183
- Filtration capacity: 27000L
- Main filter media: MMSAP