



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PHILIPS

COMPANY ANALYSIS PHILIPS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is Philips. From the various products of the company, I have chosen the Philips Essential Airfryer XL for my analysis. In this case study I have done the SWOT analysis to identify the strengths, weaknesses, opportunities and threats of the Philips Essential Airfryer XL. The main problem that I identified with this product is that the customer is confused to use the preset modes. The best solution to this problem is to create a video tutorial on the YouTube channel.

2.3 Products and Services

TV	
TYPE	Sound & Vision
SERIES	Smart TV and Ambilight <ul style="list-style-type: none"> - Full HD Ultra Slim LED TV 40PFT5706/68 - 4K UHD MiniLED Android TV 65PML9506/68 - 4K UHD LED Android TV 75PUT8516/68
	OLED, Ambilight and Smart TV <ul style="list-style-type: none"> - 4K UHD OLED Android TV 65OLED706/68 - 4K UHD OLED Android TV 55OLED706/68 - 4K UHD OLED Android TV 77OLED806/68
	Android TV <ul style="list-style-type: none"> - 4K UHD LED Android TV 75PUT8265/68 - 4K UHD LED Android TV 70PUT8215/68 - 4K UHD LED Android TV 55PUT8215/68
MONITORS	
TYPE	Sound & Vision
SERIES	Home Monitor <ul style="list-style-type: none"> - Curved LCD monitor with Ultra Wide-Color - 328E9QJAB/69 - UltraWide LCD monitor 345E2AE/69