



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

PHILIPS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

The goal of this assignment is to identify the problem of a product. The company that I have chosen is Philips. From their vast selection of products, I have chosen the ADR620 dashcam for the analysis. In this case study, I have done the SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of the ADR620. The primary issue that I have discovered with this ADR620 is that it has difficulties in navigating the application interface, unlike other Philips' products such as their television, coffee machine, rice cooker, and many more. Based on the problem, the best solution that has been proposed is adding a touch screen feature to the ADR620 dashcam.

2.2 Organizational Structure

Figure 1 depicts the organizational structure of Philips company:

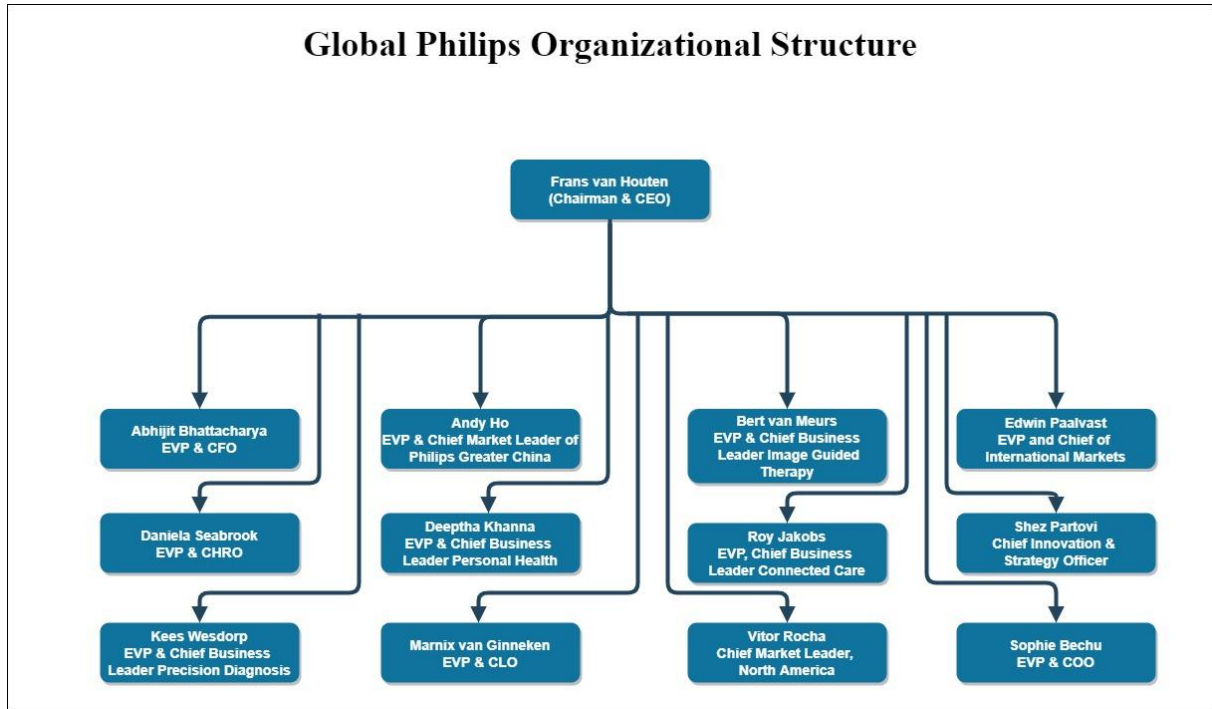


Figure 1 Organizational Structure of Philips

2.3 Products and Services

Table 2 shows the products and services of Philips:

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