# COMPANY ANALYSIS

## PHILIPS

## TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAM :** FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES BACHELOR OF COMPUTER SCIENCE
(HONS.) NETCENTRIC COMPUTING

**SEMESTER** : SEMESTER 6 (RCS2516A)

**PROJECT TITLE** : CASE STUDY OF PHILIPS

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# ACKNOWLEDGEMENT

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# EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. Philips Malaysia is the company I've chosen. To conduct my research, I chose the Philips PerfectCare Elite Plus Series GC9660/36 steam generator iron from their extensive product line. In this case study, I used the SWOT analysis to identify the PerfectCare Elite Plus Series GC9660/36 steam generator iron's strengths, weaknesses, opportunities, and threats. The main issue I discovered with the product is that it has a problem. Water is dripping from the unit. I can come up with the best solution based on the problem, which is to include a service plan for cleaning and maintaining the iron.

## 2.3 Products and Services

| TV | |
|---|---|
| **TYPE** | Sound & Vision |
| **SERIES** | Smart TV and Ambilight<br>- Full HD Ultra Slim LED TV 40PFT5706/68<br>- 4K UHD MiniLED Android TV 65PML9506/68<br>- 4K UHD LED Android TV 75PUT8516/68 |
| | OLED, Ambilight and Smart TV<br>- 4K UHD OLED Android TV 65OLED706/68<br>- 4K UHD OLED Android TV 55OLED706/68<br>- 4K UHD OLED Android TV 77OLED806/68 |
| | Android TV<br>- 4K UHD LED Android TV 75PUT8265/68<br>- 4K UHD LED Android TV 70PUT8215/68<br>- 4K UHD LED Android TV 55PUT8215/68 |
| **MONITORS** | |
| **TYPE** | Sound & Vision |
| **SERIES** | Home Monitor<br>- Curved LCD monitor with Ultra Wide-Color<br>- 328E9QJAB/69<br>- UltraWide LCD monitor 345E2AE/69<br>- LED-backlit LCD Display BDM3201FD/69<br>- Full HD LCD monitor<br>- 327E8QJAB/69 |
| | Office Monitor<br>- 32:10 SuperWide curved LCD display<br>- 439P9H1/69<br>- Curved UltraWide display with USB-C dock<br>- 349P7FUBEB/69<br>- 4K Ultra HD LCD display with MultiView<br>- LCD monitor with USB-C Dock |