



اَوْنِيُوْزِيسِيْتِي تِيكُونُوْ لَوِيْجِي مَارَا
UNIVERSITI
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MARA

PHILIPS

COMPANY ANALYSIS

PHILIPS

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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

Table 2.2 List of 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 - 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 - LED-backlit LCD Display BDM3201FD/69 - Full HD LCD monitor - 327E8QJAB/69
	Office Monitor <ul style="list-style-type: none"> - 32:10 SuperWide curved LCD display - 439P9H1/69 - Curved UltraWide display with USB-C dock - 349P7FUBEB/69 - 4K Ultra HD LCD display with MultiView - LCD monitor with USB-C Dock