



اَبُو سَيْتِي تَتَكْوَلُو كِي 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 their variety of products, I have chosen the Philips 3200 LatteGo to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Philips 3200 LatteGo. The main problem I identified on this Philips 3200 LatteGo is that the machine produces low quality taste of coffee, unlike the other coffee machines, I can come up with the best solution which is using the same system as it already has and upgrade the machine by doing a joint-venture with Nespresso.

2.2 Organizational Structure

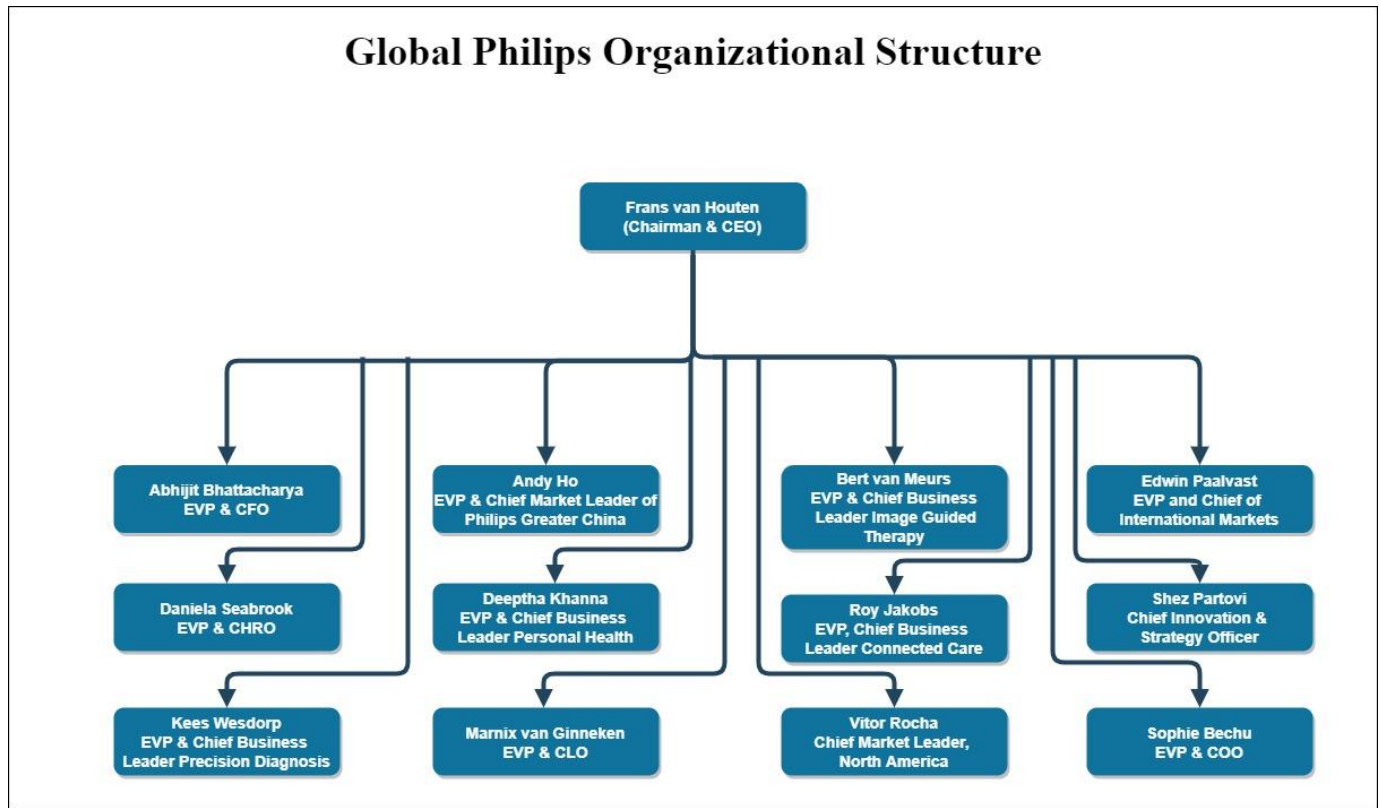


Figure 1 Global Philips Organizational Structure

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