



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
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COMPANY ANALYSIS

PHILIPS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY** : FACULTY OF SCIENCE COMPUTER AND  
MATHEMATICS

**PROGRAMME** : BACHELOR OF SCIENCE (HONS.) MANAGEMENT  
MATHEMATICS

**SEMESTER** : 5

**PROJECT TITLE** : STAND SMART FAN

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## **ACKNOWLEDGEMENT**

First and foremost, praise and blessings to Allah, the Almighty, for completing the mission completely and effectively by His gifts of blessing. To be prepared for my mission, all I need to do is consider taking the knowledge and assistance of a few useful contributions who deserved my heartfelt gratitude.

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I am grateful to my beloved family for their help, kindness, and hardships in educating and inspiring me toward success in order for me to have access. My colleagues and superiors receive deep gratitude for their support and encouragement. In order to complete this task.. Thank you to my colleagues for offering helpful feedback about my work, which helped me to improve the consistency of the assignment.

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## **EXECUTIVE SUMMARY**

Philips Company is a biggest company that focusing on the electrical products such as television, PC videos, fans and many more. In this study,I was given an opportunity to do analysis on this company that manufactured the same product that I interested to develop. Even though this company have many types of product,I would like to focusing on smart fans product by their company. The product that I want to develop is stand smart fans.

Besides that, I have done the analysis on Philips Company in order to determine their strength, weakness, opportunities also threats. Based on SWOT analysis, there are two major weaknesses which are the stand smart fan need to link bluetooth to view in smartphone device and do not control automatically surrounding temperature. These disadvantages give me idea to produce new product to overcome these issues. I proposed the fans will completely with sensor temperature to detect the surrounding temperature and build one apps to connect bluetooth with smartphone device. If they are successful to produce this product, it would be a one-of-a-kind product in comparison to other companies.



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### 2.3 Products/Services

No.	Product	Description
1.	Philips Air Purifier 3000i series 	<ul style="list-style-type: none"> <li>• Removes 99.97% of allergens</li> <li>• Purifies rooms up to 104m<sup>2</sup></li> <li>• Intelligent auto purification</li> </ul>
2.	Philips PerfectCare Azur Elite Steam Iron 	<ul style="list-style-type: none"> <li>• Guaranteed no burn and no temperature settings required with OptimalTEMP Technology.</li> <li>• Dynamic mode releases the perfect amount of steam when you need it.</li> <li>• Turbo steam pump for up to 50% more steam through the fabric for creases to disappear faster.</li> </ul>