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 SWOT analysis is a vital strategic planning tool that can be used by Philips managers to do a situational analysis of the organization . It is an important technique to understand the present Strengths (S), Weakness (W), Opportunities (O) & Threats (T) Philips is facing in its current business environment.
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 competitors which
 would be the threats
 and ...Swot Analysis of
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 The threats in the
 SWOT Analysis of

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 competitive business
 environment 2.
 Counterfeit goods - a
 major threat to
 manufacturers of
 branded electronics 3.
 Environmental and
 other government
 regulations. 4.
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 fluctuations. 5.
 Availability of cheaper
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 Philips have recently
 made the move to
 separate its lighting
 business Although the
 use of LED's has
 boomed in recent
 years, the industry has
 suffered from
 overcapacity and price
 erosion. Allowing
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identification of its internal Strengths (S) and Weaknesses (W) followed by the identification of the Opportunities (O) and Threats (T) it faces in its extensivelyrnal business environment.Philips SWOT Analysis / SWOT Matrix - Essay48SWOT analysis is a vital strategic planning tool that can be used by Koninklijke Philips N.V. managers to do a situational analysis of the organization. It is a handy technique to evalauate the present Strengths (S), Weakness (W), Opportunities (O) & Threats (T) Koninklijke Philips N.V. is facing in its current business environment.Koninklijk e Philips N.V. [SWOT Analysis] Weighted SWOT MatrixPhilips Swot Analysis 2013

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Philips Threats The threats in the SWOT Analysis of Philips are as mentioned: 1. Highly competitive business environment 2. Counterfeit goods - a major threat to manufacturers of branded electronics 3. Environmental and other government regulations. 4. Exchange rate fluctuations. 5. Availability of cheaper technology in local markets

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The SWOT Analysis will identify strengths and weaknesses of the business and external opportunities and threats. SWOT analysis can be used to explore a range of situations such as existing marketing strategies, consumer perception of products, effectiveness of

distribution and brand image. For example in the case of Antillean Baking Company, the firm may be able to assess their strengths and weaknesses and the strengths and weaknesses of its competitors which would be the threats and ...

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