

Porters five force analysis for paint industry

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It has the Philippines' largest air conditioning facility that makes a wide range of products of outstanding quality, and is recognized by customers abroad, who source from its products proudly Philippine-made. Carrier products are designed in engineering centers and manufacturing facilities located worldwide. Spread across six continents, Carrier's global operations make it the largest manufacturer of air conditioning, heating, ventilation and refrigeration products. It is supported by a vast network of distributors, dealers, retailers, and technicians who sell, install and service Carrier products in over 170 countries.

- A heritage of technological innovation. Leadership in responsible environmental stewardship. Carrier Corporation and CCAC - creating environments for life. Worldwide.
- Concepcion Industries, Inc is a maker of electrical appliances such as air conditioning equipment and refrigerators. The company is based in the Philippines and was founded in the 1960s. The company is known for its several notable brands that include Carrier, Condura, and Kelvinator.
- Carrier in 1902, Willis Haviland Carrier designed the world's first air-conditioning system.

This single achievement made it possible for people to live, work, study, shop, travel, or play in worry-free indoor comfort. Today, Carrier continues to build on the pioneering spirit of its founder. With manufacturing, sales, and service operations in more than 170 countries, Carrier is the world's leading heating, ventilation and air-conditioning company. It leads in developing a constantly growing array of innovative products - all designed to meet the

exacting needs of its customers around the world, while leading the rest of the industry in forging higher standards of stewardship over the environment.

. Panasonic Manufacturing Philippines Corporation (PMPC) A manufacturer, importer and distributor of electronic, electrical, mechanical, electro-mechanical appliances, other types of machines, parts and components, battery and related products bearing the brand name, " Panasonic". At present, the primary products manufactured by PMPC are refrigerators, air conditioners, washing machines, electric fans, dry cell batteries and flashlights.

Consequently, through its sales division, Panasonic Philippines (PPh), PMPC Continually strives to expand its sales, service and distribution networks to make Panasonic products and service conveniently available to its consumers. In October 2003, PMPC ceased using " National" Brand and Unified the branding of all its products under the Panasonic brand. PMPC, formerly known as Matsushita Electric Philippines Corporation, changed its corporate name to Panasonic Manufacturing Philippines Corporation and officially started using it on April 1, 2005 along with its continuing commitment to customer satisfaction and service to society.

Since an enterprise uses society's resources - people, capital, real estate, community services - PMPC believes that it started out and remains indebted to society. Along this premise, the company recognizes that the primary role of its business is to serve society in return for the use of its resources and thus devotes its business activities to the progress and development of society and the well being of the people. This commitment serves as guidance for PMPC in carrying out its operation and corporate activities. 3.

Koppel, Inc. 1957 marked the year when the company started manufacturing splits and packaged type air-conditioners. The years that ensued saw Koppel as the preferred brand of choice among industry consultants and the undisputed market leader in the industry. The company continued its growth and maximized its sales volume, growing its products and improving its services, making Koppel the by-word in all air conditioning requirements across the country. In January 2000, Koppel was acquired from Asea Brown Boveri (ABB) by Fedders Corporation.

By then, the company has expanded its product line-up to include not just the commercial and industrial segments, but to tap the growing retail market through residential air conditioners. Last September 2008, the company has been acquired by KPL Inc. , a local company which is keen on tapping the dynamic aircon market. As Koppel, Inc. , the company is focused in strengthening its core competency in the packaged business and advancing its technological capability by sourcing strategic products in the projects and industrial applications.

To date, Koppel is the second largest aircon manufacturer in the Philippines, servicing aircon requirements across the country for over 50 years. Its rich heritage in providing high-quality and reliable aircon products is a testament to Koppel's commitment to service all its customers nationwide, from its centrally-located office in Paranaque to its full-service branch offices in Cebu and Davao. For 2009, Koppel, Inc. has expanded its product range to include eco-friendly products that dramatically reduce our energy consumption.

The company continues to challenge itself with ways to help reduce our carbon footprints and in the long run, protect our fragile environment.

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Hitachi Air Conditioning Philippines, Inc. Established on March 02, 2000 with a capital fund of 20, 285, 000 pesos. Mainly engage on the manufacture and sale on wholesale basis of Home Appliances and air conditioners. Investment for Hitachi Air Conditioning Sales is 85% financed by Taiwan Hitachi Co. , Ltd. and 15% by Hitachi Life and Solutions, Inc. Hitachi Air Conditioning Sales (Phils.) Inc. sells air conditioning products like the Self-Contained Air Conditioners, Air-cooling Chiller Unit, Room Air Conditioners, Packaged Air Conditioner, Fan Coil Unit, and Dehumidifier, washing machines and refrigerators which are distributed in the domestic market. The merger between the two companies, Taiwan Hitachi (Subic), Inc. and Hitachi Air Conditioning Sales (Phils.), gave way to better opportunities for Hitachi air conditioning products and home appliances to be introduced to a wider range in the market both domestic and global. . KOLIN Philippines International, Inc. A consistent major player in the industry, that is committed to produce, innovate, and distribute world class home appliances and service, molded by competence and dedication to quality after-sales-service, guided by moral and ethical business principle. Contributes to the development, growth and upliftment of the welfare of its employees, shareholders, customers and suppliers. Genuinely committed in supporting community endeavors in the preservation of the environment.