EVALUATING POTENTIAL MARKET ACCEPTANCE OF BIOMEDICAL SERVICES OF PRIDE OUTLET SDN BHD

ALYA IZZATTI BINTI AZMIN
NIK NUR AMALIN NADIA BINTI AZMI
NURFARAIN HAFIFIE BINTI ABD RASHID

Dissertation submitted in partial fulfillment of the requirements for the degree of Master in Business Administration

Arshad Ayub Graduate Business School

December 2018
AUTHOR’S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Alya Izzati Binti Azmin
Student I.D. No. : 2017603648
Signature of Student :

Name of Student : Nik Nur Amalin Nadia Binti Azmi
Student I.D. No. : 2017888742
Signature of Student :

Name of Student : Nurfarain Hafifie Binti Abd Rashid
Student I.D. No. : 2017648972
Signature of Student :

Programme : Master in Business Administration
Faculty : Arshad Ayub Graduate Business School
Dissertation Tittle : Evaluating Potential Market Acceptance of Biomedical Services of Pride Outlet Sdn Bhd
Date : December 2018
ABSTRACT

Biomedical engineering services has become an important part in the business of health and medical services nowadays. This is due to the increasing demand in the servicing and maintenance of biomedical equipment to ensure that hospitals and their medical facilities are operating smoothly. Although there is persistent demand, biomedical engineering services are not without its problems. For one biomedical engineering service company, Pride Outlet Sdn Bhd, understanding market needs while operating in an industry that is very specialised, has prompted the execution of this study. This study sets out to investigate factors influencing the market acceptance of biomedical services of Pride Outlet Sdn Bhd. Using a qualitative research method, this study interviewed informants of three hospitals to gain their views of biomedical service providers in line with their needs and acceptance of the services. The accumulated information was analysed using the SWOT analysis, TOWS matrix and the CPM profile matrix in gaining a comprehensive understanding of the situation. The findings from the research revealed that competency, resource, arrangement and pricing are the most important factors that contribute to market acceptance. The results of the study suggest that Pride Outlet improve their staff competency which include technical skills and availability of the staff to serve the clients. Moreover, Pride Outlet needs to improve on their ability to provide loan units (equipment) to ensure market acceptance. It is hoped, that this study would help Pride Outlet improve their business strategy to be at par with other competitors.
ACKNOWLEDGEMENT

Firstly, we wish to thank God for giving us the opportunity to embark on our graduate program and for completing this long and challenging journey successfully. Our gratitude and thanks go to our supervisor Professor Dr. Rosmimah Mohd Roslin.

Alhamdulillah, Allah has given us the opportunity and perseverance throughout the completion of this research. However, it would not have been possible without the kind support and help of many individuals and organizations, especially the General Manager of Pride Outlet Sdn Bhd, Encik Ismail Yahya who has allowed us to conduct this study. Many thanks and appreciation also go to our family, classmates, friends, and lecturers for their endless support throughout our academic journey.

Thank you.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTHOR’S DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.1 Preamble                                   | 1    |
1.2 Background of Study                       | 1    |
1.3 Background of Industry                    | 3    |
1.4 Background of Company                     | 4    |
1.5 Problem Statement                         | 5    |
1.6 Research Objectives                       | 6    |
1.7 Research Questions                        | 6    |
1.8 Scope of Study                            | 6    |
1.9 Significance of Study                     | 6    |
1.9.1 The Researchers                         | 7    |
1.9.2 The Company                             | 7    |
1.9.3 The Industry                           | 7    |
1.10 Definition of Terms                      | 7    |
1.10.1 Market Acceptance                      | 7    |
1.10.2 Pricing Strategy                       | 8    |
1.10.3 Risk and Flexibility Strategy          | 8    |
1.10.4 Trust                                  | 8    |
1.10.5 Performance                            | 8    |
1.10.6 Provider’s Knowledge Lead              | 8    |
1.10.7 Core Competencies and Activities       | 8    |