



SBOX- A SMART MEDICINE BOX

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CHAPTER 1

INTRODUCTION

1.1 Objectives

Nowadays, various type of products were invented involving high technology that could make consumer's life more easily or perhaps faster than usual. However, they still fail to produce a product that give advantages for people who need to consume regular medicine daily, which is one of the reason The SBOX is invented by our company. The SBOX, a smart technology box that is need to be introduced to the market. This product target form mass consumer, elders who keep on forgetting to consume daily medicine, adults or workers who are busy to manage their own time and leading to not consume the right amount of medicine, teenagers and even children with their parents guidance.

The SBOX, a product that is easy to set up and use even for consumers who does not experts to use technologies. This set of product also come with a guidance that is easily to understand from all type of consumers. It is a very useful product that can easily turn on and off whichever the consumers want it to be. A clear and loud sound of the alarm installed in this product make it impossible to ignore and forgotten. Also, this product is convenience for people as it is chargeable, small and light weight make it easier to bring anywhere. Here, our company highlight on high technologies equipment which is totally safe from any complication that can make the medicine rotten or unsafe. With this product, our time to consume medicine either once or twice a day are neatly organized.

The SBOX is introduced to the market, our company aim to involve in international marketing as this product is suitable anywhere and anytime. Furthermore, up until this day, no other products like The SBOX were invented from any technology companies. This give us an opportunities to introduce it to the consumers. Other than advertisement at billboard and television, we also advertise our product in social media since it is widely medium used by people nowadays. We also distribute flyers about our product at open area such as inside and outside of the famous mall in Malaysia to tell people about the existence of our product.

In our newly developed company, the main staff consists of administrative manager, financial manager, marketing manager and operational manager that are leading by the CEO of the company. Each of staff involving in the company has their own responsibilities to keep on the growth of our company and product. We also focusing on stabilizing our company in order to reach our company's goal every year.

1.2 Problem statement

The idea in developing a smart box medicine came from the analysis we make from older products. People who has daily intake of medicine found it hard to keep track with their daily schedule. This problem applied to all level of generation from kids to elders. For example, elders who has poor memories always forgot their daily schedule either they already consumed or did not consumed it yet. They found it really disturbing and need a new product to help them keep track with their medication schedule. Next, adults, when they are too busy to remember to take the medicine on time and/or they forgot to give their children medicine on time because they forgot about it. This show that every level of generation might face same problem in terms of medication taking.

According to my research, I had found common problems faced by company that make the company less effective and efficiency. Firstly, poor financial management which is some company has terrible skill to manage their cash flow, profits margins, financing etc. Secondly, a poor customer services could lead to reputation issues that also make the company less effective and efficiency in term of dealing with consumers. Thirdly, disturbing employee performance, such as employee lack of motivation, talent, diligence or professional standards, for example, the company has poor customer satisfaction due to poor management because the employees are not friendly, helpful or reliable.

Next, product qualities also a core aspect company should take a look to avoid be less effective and efficiency. Company should design and test the best products before introduce it to the market to avoid loss of profits. Fifth, company lack of direction or vision, such as companies that wandering around without a long-term vision that can be threatened by other companies who has clear vision in the first place. Other than that, fail to keep up with the market transformations is also one of the reason

the company is not successful. However, we know that being 'up to speed' with the latest business, digital, economic and political trends is not easy.

Aside that, company lack of man power also be the reason for that company less effective and unsuccessful. In the company, leader should take notes that an employee cannot complete tasks for several managers which is why they need to hire a good amount of employees to manage their company in a long-term. Next, problem that, lack of equipment to produce products such as not enough machine to produce a high quality products. This also could make the company goes down as they could not meet the consumer's need from their products.