



COMPANY ANALYSIS

VISION SPACE COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) CASE STUDY

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EXECUTIVE SUMMARY

During this pandemic Covid 19, many fields have affected no exception for optometry field. They are more affected because the appointment made between the customers and optometrist. Optometry field is involving virtually everything that related to eyes and vision including examination, diagnosis and treatment of the eyes and surrounding structures and the treatment of vision problems. Doctor of Optometry are the independent primary health care professionals for the eye. Optometrists examine, diagnose, treat, and manage diseases, injuries, and disorders of the visual system, the eye, and associated structures as well as identify related systemic conditions affecting the eye. The analysis is also based on the SWOT analysis aspect to evaluate the strengths, weaknesses, opportunities, and threats of the innovative home security system markets to the users. In the normal days before pandemic, the patient or customers must come physically to the clinic to do the examine or diagnosis. But during this pandemic, they cannot go physically to the clinic. Furthermore, currently people are so aware with the virus spread and they so worry that they might get affection when going out. Augmented Reality (AR) technology will be able to help this problem. AR is an enhanced version of the real physical world that is achieved using digital visual elements, sound, or other sensory stimuli delivered via technology. It is a growing trend among companies involved in mobile computing and business applications.

2.2 Organizational Structure

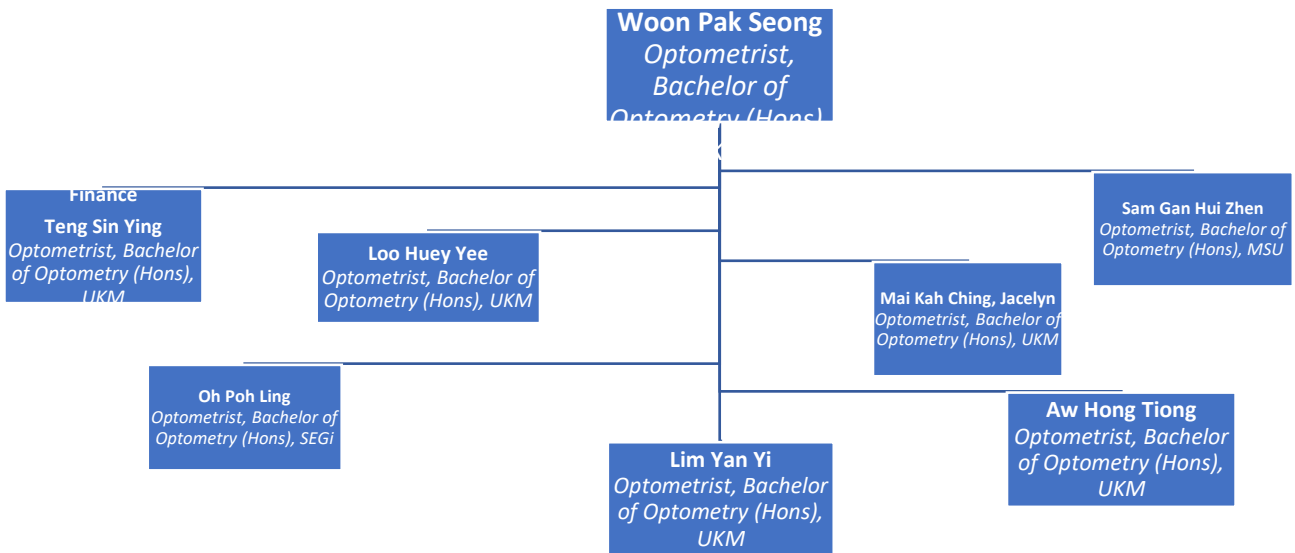


Figure 2.0 Organizational Chart of Vision Space Company

2.3 Product and Services

The services that company provided is understanding the current condition of the eye. They will ask about the condition, history of eye injury or surgery current eye condition, family history of eye and health, current health condition, vision lifestyle. This helps to customize solutions that is specific to the customer. The next services is Refraction and binocular vision. They will check and measure any short-sightedness, longsightedness, astigmatism and presbyopia. This make sure the both eyes work together and see single.

They will check the visual fields, eye movement, the reaction to light and make sure see the colour accurately. Another service is eyewear. They help to select the right type of vision solutions that is suitable for the customers. The sources they provided is the spectacles, lenses, sunglasses, contact lenses and more from all around the world. It will match and fits the customer's style. Another service is slowing down the short-sightedness of the eyes and more.