



# CASE STUDY

## MBA UiTM CAWANGAN JOHOR

### AA701/AA705



## GLOBAL BUSINESS STRATEGY AND SUSTAINABILITY

### CONTENTS

Enriching the Al-Quran Supply Chain: The Impact of 4G Networks	6
Funding Strategies for Business Development: Sustainability and Growth	15
Acquisition as Entry Modes: Winning or Losing?	20
Service Value Chain: Profit Value Chain	31
Managing Perception and Expectation in Healthcare Sector	37

# **Case Study: Global Business Strategy And Sustainability**

---

**SERIES 1**

**THAHIRA BIBI BT TKM THANGAL (PhD)**

**NORHANA RAHMAN**

*Universiti Teknologi MARA Cawangan Johor Kampus Pasir Gudang*

**Copyright © 2025 Universiti Teknologi MARA Cawangan Johor, Kampus Pasir Gudang, Jalan Purnama, Bandar Seri Alam, 81750 Masai Johor.**

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, whether electronic, mechanical, or otherwise, without prior written consent from the Coordinator of MBA, Universiti Teknologi MARA (UiTM) Cawangan Johor, Kampus Pasir Gudang.

**ISBN:**

**First Edition: 2025**

The author and publisher assume no responsibility for errors or omissions in this case study book or for any outcomes related to the use of the information contained herein.

The authors bear full responsibility for the content of their abstracts, guaranteeing that they are original, unpublished, and not concurrently submitted elsewhere. The opinions presented in the abstracts reflect those of the authors and do not necessarily align with the views of the editors.

Published in Malaysia by  
Universiti Teknologi MARA (UiTM) Cawangan Johor  
Kampus Pasir Gudang, 81750 Masai

## **ACKNOWLEDGEMENT**

The author would like to express sincere gratitude to all those who contributed to the completion of this case study. First and foremost, the author would like to thank the organization that provided their invaluable input and knowledge sharing throughout the process. This case study has the potential to provide valuable insights and practical solutions that can benefit both organization and the broader community. By highlighting key findings and best practices, it serves as a resource for practitioners, policymakers, and researchers seeking to address similar challenges. Additionally, the knowledge gained from this study can foster collaboration among community organizations, ultimately leading to improved outcomes and enhanced support for those affected by the issues explored.

### **Editor**

Thahira Bibi T.K.M Thangal and Norhana Binti Rahman

### **Illustration**

Almunauwarah Binti Abdul Rahim

### **Publisher**

Universiti Teknologi MARA

Cawangan Johor

Kampus Pasir Gudang

Bandar Seri Alam

81750 Masai

Johor Darul Takzim

Tel: +607-381 8000

Fax: +607-381 8141

## **Contents**

<b>Enriching the Al-Quran Supply Chain: The Impact of 4G Networks .....</b>	<b>6</b>
<b>Funding Strategies for Business Development: Sustainability and Growth.....</b>	<b>15</b>
<b>Acquisition as Entry Modes: Winning or Losing? .....</b>	<b>20</b>
<b>Service Value Chain: Profit Value Chain .....</b>	<b>31</b>
<b>Managing Perception and Expectation in Healthcare Sector .....</b>	<b>37</b>

## Service Value Chain: Profit Value Chain

MOHD.FAIS BIN ISMAIL<sup>a</sup>, NURUL NADIAH BINTI MOHD NOR<sup>b</sup>,  
NURAMALINA BINTI SELAMAT<sup>c</sup>, SOFIAH BINTI AMIR HUSAIN<sup>d</sup>, SITI  
NOORFAIRUZ BINTI HAMSARUDDIN<sup>e</sup>, NOOR FARAZEHA BINTI MANSOR<sup>f</sup>,  
NURUL ASYIRAH BINTI A. AZIZ<sup>g</sup>, SHEERY HAZMAH BINTI YASIB<sup>h</sup> AND  
THAHIRA BIBI T.K. MUTHU KOYA THANGAL<sup>i\*</sup>

### ABSTRACT

This study explored the integration of service value chain principles into the profit value chain, emphasized how strategic improvisation led to innovative solutions and increased financial outcomes. Through a systematic approach, organizations can leverage resources, optimized service offerings, and responded dynamically to market competitiveness. This report aimed to provide practical guidance for stakeholders to enhanced the operational effectiveness and drive profitability.

**Keywords:** value chain, service chain

---

<sup>a</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>b</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>c</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>d</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>e</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>f</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>g</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>h</sup> Graduate Arshad Ayub Graduate Business School, Universiti Teknologi MARA

<sup>i</sup> Faculty of Business Management, Universiti Teknologi MARA

\*Corresponding author: Email: thahira881@uitm.edu.my

## **SPECIAL NOTE**

The organizations, the personnel, the characters, and venders as well as state holders (in any appearance) are an imitation, and don't represent any real character or organization. If some coincidence occurs and resemblance conflicts with any real character or any organization, this should be known that it is not done on purpose as the writers of this case study acknowledge the respect and importance of the anonymity and privacy of each individual relevant in any respect.

## **DISCUSSION**

The service value chain served as a framework to enhanced Synergyfinity Specialist Hospital performance by aligned its service delivery with customer needs. By focused on the implementation of the service value chain, organization identified areas for improvement, streamline operations, and ultimately enhanced profitability in several ways:

### **Alignment of company vision with common goals, objectives, and strategies**

Synergyfinity Specialist Hospital vision served as a guideline that directed the actions and decisions of the hospital's management and staff. A well communicated vision amplified motivation and inspired employees to work together thus led to the efficiency, productivity and enhanced the quality of patient care and services. However, to ensure the alignment is well distributed, the leader role is crucial as they must led by example, embodied the vision and demonstrated behaviours aligned with the desired culture. Leaders should also empower and engaged employees, encouraged their input and involved in decision-making. This participative approach fostered a sense of ownership and commitment to the common goals. Apparently, Synergyfinity

Specialist Hospital has implemented various strategies aligned with its long-term goals. One of the key strategies is invested in advanced medical technologies and upgraded infrastructure. By aligned this strategy with the vision, Synergyfinity Specialist Hospital ensured that it remained at the forefront of medical advancements and attracted patients who were seeking high-quality healthcare. Another important strategy that aligned with the company's vision is emphasized on continuous improvement in service quality. The hospital has implemented various quality improvement initiatives, such as regular training programs for staff, patient feedback systems, and continuous monitoring of key performance indicators. These strategies ensured the hospital consistently delivered exceptional healthcare services and meets or exceeds patient expectations.

#### **Automated and streamline processes**

Synergyfinity Specialist Hospital has undergone digital transformation process to ensure the vision and mission is achievable. The advancement of cloud computing has improved the ability of medical consultants to evaluate patient data in real – time and guaranteed efficient service delivery through a system implementation called Hospital Information System (HITS), Synergyfinity Clinical Information System (KCIS), Bed Management System (BMS), Picture Archiving Communication System (PACS), and Laboratory Information System (LIS). Additionally, the management took another initiative by developed a system called OT System, Medical Report System, Stationery and Printing Indent System, Room Booking System, and Information Counter System. These systems were developed to control all department tasks related to patients, staff, facilities, and so on. Thus, the implementation of digital solutions for administrative,



patient management, and other operational processes has cut down on time, reduced, and enhanced overall efficiency.

### **Developed change management plans to an agile service – oriented model**

Synergyfinity Specialist Hospital launched a "Go-Paperless Campaign" as an effort to improve the calibre of the organisation's electronic medical records. This initiative has decreased the overall time required to released patients by 10<sup>th</sup> to 15<sup>th</sup> minutes, as well as reduced the need for file storage and optimized staff allocation in critical areas. Furthermore, the integration of QR code for a physical treatment exercise is an additional "Go-Paperless Campaign" implemented by Synergyfinity Specialist Hospital that allowed patients to do physiotherapy treatments through to digital platforms and paperless initiative. Other than that, the organization integrated OT system that consisted methodical and comprehensive approach to scheduled patients for operations. Besides, an integrated medical record allowed the doctors from other branches to accessed an information of the patients to ensured an accurate treatment is given to the patients.

### **Leveraged customer feedback for continual improvement**

Customer feedback is a valuable input for SYNERGYFINITY Penang to identified areas of improvement and assessed the level of customer satisfaction. By actively seek and prompt response, the organization enhanced its service and tailored it to meet evolved patient needs. Therefore, SYNERGYFINITY Penang Specialist Hospital's strategy in gained customer feedback through one-to-one interactions with patients at the ward is a valuable approach to understand their experiences, needs, and concerns. This direct feedback provides insights that might not be captured through other

feedback channels and help the organization to improve patient satisfaction. Through customer feedback, the organization was able to personalized the needs of the patients, gained real – time feedback, uncovered unmet needs and building a strong relationship between the patients as well as the organization.

### **Deployed innovative technologies across service value chain**

Adopted cutting-edge technologies such as smart contracts, blockchain, artificial intelligence (AI), the internet of things (IoT), process automation, and analytics could transform the approach Synergyfinitiy Specialist Hospitalprovide its services. Ever since rapid changes in technology, Synergyfinitiy Specialist Hospitalrelied on technology such as medical equipment and infrastructure because patients preferred to the newest medical technology. To catch up the fast growth of technology, obsolete and outdated technology shall dispose. At the same time, the staff has to undergo training on how to use the new system to ensure it is fully optimized and the implementation could enhance the ability to distribute information efficiently. Additionally. Synergyfinitiy Specialist Hospitalcontinuously upgraded its operational processes in line with the latest technologies. The organization had developed 14 additional systems that amplified its business more effective and efficient, such as the OT system, medical report system, stationery and printing indent system, room booking system, and information counter system. Through its strive in continued system upgrades and delivered quality services, Synergyfinitiy Specialist Hospitalhas been successful and has received a profit margin of more than 10% since 2018 until the 2021.

## **CONCLUSION**

By utilised medical technology, Synergyfinitly Specialist Hospitaldiversified its service value chain and reinforced its reputation as a forward-thinking, patient-focused healthcare organisation. Additionally, an integration of cutting-edge systems improved patient care quality while optimized operational effectiveness, encouraged innovation, and ensured long-term sustainability in the rapidly changing healthcare sector.