



اَوْنِبُوْا سِيْتِيْ تَيْكُوْا لُوْ كِيْ مَارَا
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BLUE PRINT ENT 600:

My Health Store

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DECLARATION

We declare that the work in this assignment was carried out in accordance with the regulations of UniversitiTeknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work (citation). This assignment has not been submitted to any other academic institution or non-academic institution for any degree or qualification. We hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for undergraduate, UniversitiTeknologi MARA, regulating the conduct of our study and assignment.

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CHAPTER 1

1.0 EXECUTIVE SUMMARY

1.1 Description

X-Healthcare group exist to be a leader and trendsetter in the market of medical website by inventing a new website application which is user friendly application called MyHealthcare Store. The product is designed with the concept of providing a simple application and user friendly step. The fundamental aspect of the product is to keep the medical information of patient that currently been manually request by the patient from hospital. The inspiration of technology nowadays and situation of economy with this website, we can reduce the usage of paper or CD and time.

The objective of the product is twofold, other than to minimize the time and cost in relative to manual ways of preparing medical information of patient, simultaneously it will also enhanced the overall workflow of any hospital procedure involved that related to the medical information of patient, thus it will improves the quality of health care service in Malaysia and global in general.

1.2 The Target Market And Projections

X-Healthcare Group has already identified the target market available to advertise the product. The main target is to introduce this website to the government hospitals. Therefore the initial priority target market are the government hospital and followed by private hospital. Based on our target market, we aimed that there will be 13 units of website in the first year launching our product. The factors that may affect the market size are the industry trends, politics, and socio-economic trends.

1.3 The Competitive Advantages

In the aspect of competitive edges and competitors, there are none competitors available yet to create any competitive surrounding for X-Healthcare group's signature product. We come up with the website that provided with universal language which is English. Study done based on the prototype of the product, marketing, and all aspect that covered in the distribution of the product has been conducted to identify the strength and weaknesses of potential competitors if any in order to create our business geared up to compete in every possible aspects that will arise.