



# COMPANY ANALYSIS

## HOSPIMART SHOPPE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **EXECUTIVE SUMMARY**

Running a convenience store comes with its own unique set of challenges. From serving customers and replenishing displays, to managing your cash and ordering inventory; you're often heavily reliant on your staff to help make the business successful. But, with limited operating time and shortage of staff have made it difficult in managing the customers during weekdays. During weekdays, there are clinics which last until 5pm. During this time, the customers are more than during weekends. In contrast, during weekends the situation are totally different which this situation has made the profit are less than weekdays. After some searching, we found that by providing more staffing and expanding the store as it will increase the comfort to the customers. Lastly, by introducing the QMS system it will reduce the staff workload and increasing the efficacy of the business.

## **1. INTRODUCTION**

### **1.1-Background of The Study**

The case study is on Hospimart Shoppe in UiTM Specialist Medical Centre. Hospimart Shoppe is a store at the hospital that served patients and their relatives, as well as healthcare specialists and staff with a range of everyday items such as groceries, snack foods, toiletries, newspapers, diapers and magazines.

### **1.2 Problem Statement**

Hospimart Shoppe stores offer a wide variety of products and services that attract more customers. However, due to shortage of staffing it is observed that customers have to wait about 15-20 minutes for their snacks such as waffles and sweet corn to be done. This problem also has been voiced out from the customers who feels like they have to wait for a long time to received their orders. Other than that, the store operational hours from 7am until 8pm which made it inconvenience to others customers that admitted to this hospital after 8pm. An interview has been done to the customers and they express their frustrations about this matter. On the other hand, from the interview with the store manager it is also stated that there is a significant different of sales during weekdays and weekend.

### **1.3 Purpose of The Study**

- The purpose of the study is to make an in-depth investigation on the operation of Hospimart Shoppe in UiTM Specialist Medical Centre
- To come out with relevant recommendations on decreasing waiting time and for 24 hours' operation hour.
- To come out with relevant recommendations on increasing sales during weekends.

## **2. COMPANY INFORMATION**

### **2.1 Background**

Hospimart Shoppe is owned by THB GLOBAL VENTURE SDN. BHD. This company is focusing on retailing and services business, serving customers of convenience stores, travel agency, and petrol station, cafeteria, catering services and health products in over 48 outlets throughout Malaysia with more than 400 employees.

Hospimart Shoppe (HospiCorner and HospiMart) in UiTM Specialist Medical Centre Sg. Buloh was established in 2013. This is the first store inaugurated at the hospital and served patients and their relatives, as well as healthcare specialists and staff. This store open from 7am to 8pm, seven days a week. The shop aided with six experienced workers including the manager. The shop is located on the ground floor.

The store stock items such as diapers, milk, nutritious products and toys due to its special location. Besides groceries some of the pastry are on sale including dumpling, dim-sum, waffle, homemade sandwiches, sweetcorn, fruits and processed foods are provided during operating hours. The stores also sell all kinds of hot and cold beverages including soda, coffee, tea, water, sport drinks, juice, milk and vitamin drinks. Other goods available include body care products, cosmetics, batteries, stationaries, umbrellas, newspapers and magazines. For every purchase 5% of the profit will be donated to the Tabung Kebajikan Perubatan Malaysia.