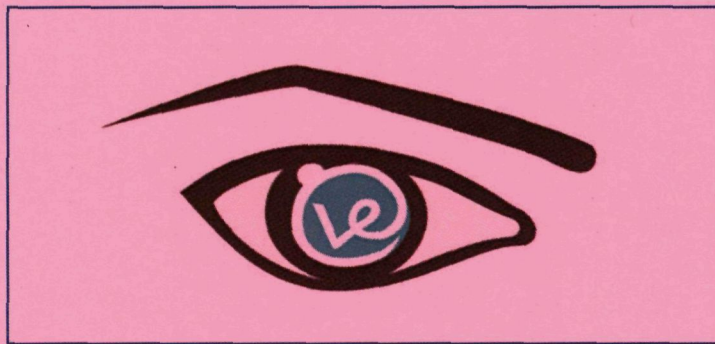




اُنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### VISI EYECARE

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME : HEALTH SCIENCES & OPTOMETRY**

**SEMESTER : 07**

**PROJECT TITLE : CASE STUDY**

**GOUP MEMBERS**

1. AHMAD SYAHIRR SYAH BIN MOHD ZAINI
2. FATIN HAZIRAH BINTI ABDUL HALIM
3. MARIA ATIRRAH BINTI MAMNOR
4. MUHAMMAD IQBAL BIN ABDUL RAZAK
5. NUR MIZA AQILAH BINTI ABDUL MAJID

**LECTURER : HJH. ZANARIAH**

- Power 14/10/17  
- Fines/pen  
all camp up  
25

## TABLE OF CONTENT

	<b>PAGE</b>
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	
1.2 Problem Statement	
1.3 Purpose Of The Study	
<b>2. COMPANY INFORMATION</b>	
2.1 Background	
2.2 Organizational Structure	
2.3 Products/Services	
2.4 Technology	
2.5 Business, marketing, operational strategy	
2.6 Financial achievements	
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	
3.2 Consumer Trend Canvas	
<b>4. FINDINGS AND DISCUSSION</b>	
<b>5. CONCLUSION</b>	
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	
<b>7. REFERENCES</b>	
<b>8. APPENDICES</b>	

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful, all praises to Allah his blessing and the strengths in completing this assignment. We would like to express our gratitude to our subject lecturer Ms. HAJAH ZANARIAH, who gave us this opportunity to fulfill this assignment. She gave us support and guided in different matters regarding the assignment. She had been so patient while suggesting us the outlines of this assignment. The completion of this assignment gives us much pleasure. We truly appreciate all those who have directly and indirectly guided us in writing this assignment.

Our acknowledgment also goes to MR. NASRUL HADI BIN AHMAD AND MS.NURMAYA BINTI AHMAD from VISI OPTOMETRY SDN. BHD., who are very cooperative in providing us with information about his company. We are grateful to him for giving us the opportunity to interview him and providing us with the necessary resources for this assignment. Without his assistant, this assignment would not be completed.

We are also thankful to everyone who all supported us, especially our classmates and team members itself. We appreciate all the valuable comment and suggestion on this report which gave us the inspiration to fill the lacking areas in our assignment. Thank you very much.

## 1. INTRODUCTION

### 1.1 Background of The Study

Entrepreneurship education helps people to develop the skills, knowledge, and attitudes necessary to achieve the goals that they set for themselves. This education prepares people to be responsible and enterprising individuals.

Entrepreneurship education will lead to entrepreneurial mindsets and skills which includes the attitudes of self-efficacy, motivation and also value others' opinion and ideas. This can be built only through real-life experiences and project work. It requires knowledge of contexts and opportunities. Skills of creativity such as problem-solving and critical reflection also important.

A SWOT analysis technique usually used in a project or business as a planning tool to understand the strengths. Weaknesses, opportunities, and threats involved in a business company. SWOT analysis included in the strategic planning process in the company. It will specify the objectives of the business company and thus identify the factors that could affect the company in positive and negative ways in order to achieve the objectives. This is a good technique to have an overview of organization problems and failure of corporate planning.

In order to make a SWOT analysis, the essential information needs to be collected in order to match the organization goals, programs, and the social environment. SWOT stands for strength which is the positive attribution to the organization, weakness is those factors that hinder the company to achieve their aims. Opportunities are those external factors that can be grab to increase the development of the organization, threats are also external factors that put the organization at risk.

### 1.3 Purpose Of The Study

The purpose of the study is to disclose the competitive advantages, to analyze the prospects for sales and profitability. Besides, list out the problems of the company and allow the plans for development. The strength of the company need to be maintained, weaknesses will be to be improvised. Moreover, the opportunities need to be enhanced and minimized the threats.

## **2. COMPANY INFORMATION**

### **2.1 Background**

The history of VISI EYECARE all started on the 14<sup>th</sup> of April 2006 where back then it was registered as VISI OPTOMETRY SDH BHD, in 2014, the shop changed its name to VISI EYECARE and is being used up until today. The location of the shop is located at N0.228 Jalan Besar / KU13 Pekan Kapar 42200 Klang, Selangor (in between of Secret Recipe & KFC), the location of the shop is strategic since it is next to the main road where people pass thru to go to and come back from work. The Owner of this shop is MR. Nasrul Hadi Bin Ahmad and is a registered optometrist who graduated from University Teknologi MARA in 2014. This shop is basically a common optical shop in Malaysia which provide frame, lenses and contact lens to the customer and also provide a full eye-checkup service as well.

VISI EYECARE, from the name itself, shows that the vision and aim of this shop are to help the community at Kapar, Klang Selangor. Mr. Nasrul believes that communities deserve a better service and are being able to assert awareness of how important to maintain a healthy eye care and being able to achieve good vision status. This can be achieve with the professional and comprehensive eye care services provided by this shop.

Furthermore, VISI EYECARE also joins various community services outreach programs such as implementing reading glasses at five of the mosque near the area of Kapar for elderly to be able to recite the Quran, giving free spectacle to Asnaf student, and voucher to school children in that area to lessen the burden of parents to buy spectacles for their children.