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COMPANY ANALYSIS

KLINIK DR.FAUZIAH

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) -CASE STUDY

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EXECUTIVE SUMMARY

Klinik Dr.Fauziah is owned and operated by Dr.Fauziah Bt Mohd Ameen since December 2005. Klinik Dr.Fauziah has been operated by Dr.Fauziah as a General Practitioner (GP)'s doctor or Family Doctor almost 14 years in her clinic.

This clinic is one of the clinic that had a female Doctor in the area among others clinic that near Klinik Dr.Fauziah in Bandar Baru Selayang. They also offered many healthcare services such as family planning and baby medical check-up that just not for general diseases but it also can for chronic diseases.

Klinik Dr.Fauziah was developed her healthcare services with providing Sonotron therapy which is treatment for patients that suffered a chronic asthma from babies to oldest patients and also for diabetec and joint disorder patients that began since 2007 after two years the clinic have been operated.

Klinik Dr.Fauziah also offered many services such as acupuncture, physiotherapy and "bekam" for patient that had the joint problems. Klinik Dr.Fauziah have been developed with provides many services or procedures by yearly to keep maintained and improved their business.

1. INTRODUCTION

1.1 - BACKGROUND OF THE STUDY

All Universiti Teknologi Mara (UiTM) students who taking Bachelor level is compulsory to take entrepreneurship course that subject to ENT530 (Principles of Entrepreneurship) to give guideline and exposed students to business orientation. In this course, the students are assigned to conduct a case study for any business or company that they selected. For the case study, students are required to interview the owner of the company or business that have been selected to gain information and the issues or problems that facing by business owner. Furthermore, students also need to identify and analyze their issues and provide and suggest the better solution and recommendation for any issues that business owner faced.

The final outcomes of this case study, students will be more understand, can improve the development skills, will be more intelligence in conducting business and they will exposed on how operating their business. Thus, case study is the good medium to teach students on how to find a good solution to solve problems in order to achieve company and business goals.

The case study was conducted to Klinik Dr.Fauziah which is the company that provides the goods and services for health services.

1.2 PROBLEM STATEMENT

In running a business there are must be many issues or problems that the business owner faced. Klinik Dr.Fauziah is not excluded from facing the problems in running their business. Based on the interviews, we find that Klinik Dr.Fauziah is facing with the problems that related most to financial problem. With many of up-coming clinic in nearest area of Klinik Dr.Fauziah, there must be more issues arise in maintaining the quality of the services to the-patients that always expect a high expectation in their treatment. Besides, in statement that "customer always right" gives impact and difficulty to the owner and the staffs that always face the problems with the customers that made many complaints in social media that can affect the image of Klinik Dr.Fauziah. They want the quality treatment and medicines but they want to pay less this also can affected the profit of Klinik Dr.Fauziah.

In the economic situation right now, price for all goods are increasing so that all company have to face because the prices of their sources or their raw materials are increased so they have to increase their prices of goods