



اَوْبَهُرْ سِيْتِي بَاتِي كُنُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**KLINIK PERGIGIAN DR. AINI**

## **COMPANY ANALYSIS**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

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**SEMESTER**  
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## **AKNOWLEDGEMENT**

Firstly, we would like to thank Dr. Aini as the owner of Klinik Pergigian Dr. Aini who has gave the permission to us to do the interview session regarding our case study. Secondly, we would like to express our special thanks of gratitude to our lecturer, Mdm HjH Zanariah binti Zainal Abidin who gave us the golden opportunity to do this entrepreneurship case study which also helped us in learning a new thing. Moreover, she granted us this opportunity to prepare a project which has helped us to gain knowledge beside our studies and which is also definitely going to be useful in the future. Thirdly, we would like to thank all those who have helped us contribute their valuable insights and time for this project.

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## EXECUTIVE SUMMARY

This paper is focus on a case study of a company called Klinik Pergigian Dr. Aini. It has been establishes in year 2017 on 7<sup>th</sup> September and was located at Tanjong Karang, Selangor. For this purpose, we have an interview session with the owner about the company information and did SWOT analysis. The services provided by Dr. Aini includes diagnosis oral diseases, dental care and treatments and referral to medical care or dental specialists. The major problem faced by Klinik Pergigian Dr. Aini was a limited financial resources. Meanwhile, the financial problems is closely related to economic burden in Malaysia. The prices of dental supplies become more expensive due to new taxes introduced by government. However, Dr. Aini needs to face the problem.

## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

- The study was conducted at Klinik Pergigian Dr. Aini located at Tanjong Karang in Kuala Selangor.
- The case study was conducted to analyze the strength, weakness, opportunity and threats experienced by Klinik Pergigian Dr. Aini.

### **1.2 Problem Statement**

This case study was conducted to analyze the real situation of technology entrepreneurship. In this case study write up, we have chosen Klinik Pergigian Dr. Aini to conduct our investigation. Klinik Pergigian Dr. Aini faces lack of marketing strategy.

### **1.3 Purpose of the Study**

- To analyze the technology entrepreneurship criteria exist in Klinik Pergigian Dr. Aini.
- To be exposed to the real technology entrepreneurship experiences.
- To conduct case study based on interview with the owner of Klinik Pergigian Dr. Aini.