



اَوْبِنُورِ سَيِّدِي تَيْكُونُ لَوْ كِي مَاتَارَا
UNIVERSITI
TEKNOLOGI
MARA

MATA

by

OPTOMETRIST

Your Primary Eye Care Provider

Bandar Puncak Alam
03-33938195

COMPANY ANALYSIS

MATA BY OPTOMETRIST

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)
CASE STUDY**

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: MATA BY OPTOMETRIST

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EXECUTIVE SUMMARY

MATA by Optometrist (MBO) have been establish and recognized by Bandar Puncak Alam resident as one of the leading *bumiputera* optometrist premises and optical shop. This is due to the strategic location that near to resident area and the excellent services provided by them. Services offered by MATA by Optometrist including full eye examination by a qualified optometrist, detection of eye disease, binocular vision therapy and sale quality of glasses and sunglasses from various brands and product. The major problem faced by MATA by Optometrist is company management for example, monthly sales target, lack of instrument in the program being conducted and lack of staff. This problem will contribute to the poor management of the company as it affects the service quality provide by the company and indirectly causes bad impact in financial state. MBO also needs to face competitor that have various eye instruments with many expertise in optometry field who do optometrist services for free and sell optical product in lower price. However, the price set by MBO shows the quality of the services since many of the customers really satisfied with their services and had recommend it for their fellow friends and family.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The case study is on MATA by Optometrist which is a primary eye care service that provides comprehensive eye examination and high-quality, eye-catching and advanced optical eye and vision health care products. It is not a typical optical retail outlet as it also performed comprehensive clinical eye examination.

1.2 PROBLEM STATEMENT

The main problem that are facing by the company are as listed below:

- Poor company management in terms of monthly sales target.
- Has lack of instruments when conducting some screening program.
- The company has lack number of staffs.
- Late product delivery to customer due to poor supplier's service.

1.3 PURPOSE OF THE STUDY

The purpose of this study is to investigate the situation involved or any problem faced by the company and to make appropriate recommendations in order to overcome the major problem that is facing by the company.