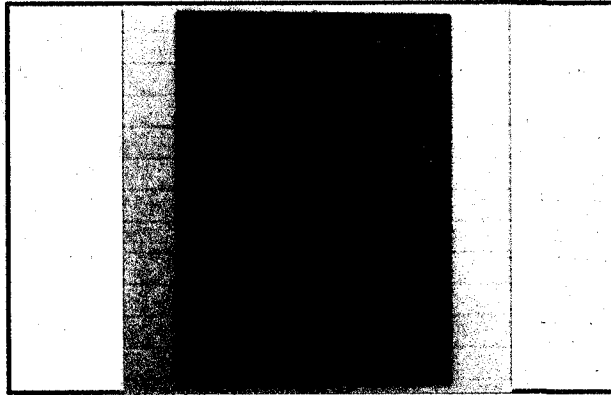




اَوْنَبُوْرَسِيْتِي تِيْكُونُوْ اَوْنَبُوْرَسِيْتِي
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ICare Medical Resources

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: FACULTY OF HEALTH SCIENCES (HS 257 7)
SEMESTER	: 2018-2019
PROJECT TITLE	: COMPANY ANALYSIS FOR ICARE MEDICAL RESOURCES
GOUP MEMBERS	: 1. AIRIN FATEHAH BINTI AZIZ (2015839814) 2. NURUL SURYANIE BINTI YAHAYA (2015664044) 3. SITI ZARIFAH BINTI ABD LATIF (2015666588) 4. NURUL AZRA BINTI ROSLAN (2015227244) 5. AINA ZAHIRAH BINTI ZAKI (2015837552)
LECTURER	: PN. ZANARIAH BINTI ZAINAL ABIDIN

ACKNOWLEDGEMENT

This project of company analysis was a success thanks to the whole team members for the hard work and cooperation given throughout conducting the project. We would like to thank ICare Medical Resources for agreeing to involve in this analysis and for giving full cooperation during project analysis especially during the interview session. Special thanks to our beloved lecturer, Pn. Zanariah Binti Zainal Abidin for all the guidance given in completing this analysis. Without all the help and involvement from all of you, this project would not be a success.

TABLE OF CONTENT

	Page
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	v
LIST OF TABLES	vi
EXECUTIVE SUMMARY	vii
1. CHAPTER ONE: INTRODUCTION	8
1.1. Background Of The Study	8
1.2. Problem Statement	8
1.3. Purpose Of The Study	9
2. COMPANY INFORMATION	9
2.1. Background	9
2.2. Organizational Structure	10
2.3. Products/Services	11
2.4. Technology	12
2.5. Business, Marketing, Operational Strategy	12
2.6. Financial Achievements	13
3. COMPANY ANALYSIS	14
3.1. SWOT	14

3.2	Consumer Trend Canvas	15
4.	FINDINGS AND DISCUSSION	16
5.	CONCLUSION	18
6.	RECOMMENDATION AND IMPROVEMENT	19
7.	REFERENCES	20
8.	APPENDICES	21
	APPENDIX A: CONSUMER TREND CANVAS	21
	APPENDIX B: COMPANY'S BUILDING	22
	APPENDIX C: ARRANGEMENT OF FACILITITES INSIDE THE COMPANY	23

EXECUTIVE SUMMARY

This study aims to determine the issue that faced by the company that selling health and rehabilitation appliances named as ICare Medical Resources located at Perlis. Based on the interviewing session the findings related to the timed consumed due to manual filing system become the highlighted issues as well as the absence of delivery system provided that lead to limitation to the customer to received their purchased items properly. Lastly, the issues that should be emphasize in this study was related to the limitation of storage space provided causes the product not properly arranged and display to the customer. Therefore, these issues should be managed meticulously in order to maintained and increase the business performance of this company by improving their services as well as the management system.