



اَوْبُو سَيِّدِي بَاتِيكُو لَوِي كِي مَارَا
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COMPANY ANALYSIS

MEDI-LIFE (M) SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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NAME : NIK AFIQAH BINTI N. AHMAD YANI

LECTURER : DR. NURSYAMILAH ANNUAR

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EXECUTIVE SUMMARY

This study of company analysis is involving one of the medical instrument distributors in Malaysia which is the Medi-Life (M) Sdn Bhd. The company offers various type of products for their customer. Along with the chosen company, the selected product to be analysed in the case study is the wheelchair. By using SWOT analysis, the strengths, weaknesses, opportunities and threats of the products are identified.

Several findings and discussion are included in one of the sections in this study. The problems found in this study were stated in this section. After all, together with the recommendation of the solution that should be adopted, an improvement to the new products has been discussed in this section.

1.0 INTRODUCTION

1.1 Background of The Study

The wheelchair is one of the most common assistive devices used to promote mobility and improve the quality of life for those who struggle to walk. Mobility in wheelchairs offers possibilities to study, work, social activities, participate in social events and access services such as health care, enabling them to take part in day-to-day activity, even with reduced mobility. Besides providing mobility, a proper wheelchair enhances the physical health and quality of life of the users by helping to minimize common issues such as ageing, fatigue or injury.

When it comes to choosing a wheelchair, it is suitable when it meets the need of the individual and the environmental conditions. A wheelchair is expected to provide a good fit and postural support as well as safe and durability. Assistive technology, like wheelchairs, will significantly affect the level of independence and participation that disabled persons can attain.

However, in the case of old age, there is a need to monitor the health and safety of the old ones. As a result of weakness and weak joints, they are at high risk for falling. In the wake of this, it is essential to offer opportunities to help those in need while maintaining their utilities, and this can be done by implementing the Internet of Things (IoT). Therefore, the proposed study will focus on improving the wheelchair that will be able to check for fall detection.

1.2 Problem Statement

To help people with physical barriers, a mobility device named a wheelchair has been introduced. The main function of a wheelchair is to support mobility and improve the quality of life for those who struggle to walk. The wheelchair helps to improve the user's self-confidence simultaneously let them enjoy life like everyone else.

To ensure the safety of the wheelchair's user, the safety belt is provided to prevent fall from the wheelchair. Although the belt comes in a variety of sizes, some users might find it uncomfortable and inconvenient to wear. Hence, this will increase the chance of falling and might be dangerous to the users.

2.3 Products/Services

Medi-Life is one of the distributors of medical equipment and device in Malaysia, supplying high-quality products to a leading hospital in Malaysia. The company's line of business includes the wholesale distribution of surgical and other medical instruments, apparatus and equipment. Medi-Life currently the exclusive distributors of some of the world's leading medical technologies. Their products include:

- ultrasound scanners
- dental chairs
- x-rays and computer-aided detection (CAD)
- surgical instruments
- diagnostic instruments
- medical disposables.

2.4 Business, marketing, operational strategy

As Medi-Life determined to improve people's lives, thus they never compromise on serving the top product quality. Medi-Life currently the exclusive distributor of some of the world's most advanced medical technologies, from sophisticated diagnostic machines to disposable, surgical and diagnostic devices as well as dental systems. Since it was incorporated in 2008, Medi-Life has embarked on an entrepreneurial path of aggressive sales activities, acquiring distribution right and opening the door to marketing the latest medical technologies in Malaysia.

Medi-Life takes pride in their quality products and their capability to deliver them. Their mission is to earn a lasting reputation for being a remarkable and outstanding business by their customers. Guided by their customer-centred philosophy, they strive to create the highest value by being a comprehensive solution provider coupled with excellent after-sales service. Medi-Life are committed to making a positive difference in the lives of patients and their caregivers by helping them provide safer, more efficient and effective care.