



اَوْبَهُرْ سَيِّدِي بِاَنْتِكُمْ لَوْ كُنِي مَبَارَا
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COMPANY ANALYSIS

MEDICAL SUPPLY COMPANY. LTD.

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EXECUTIVE SUMMARY

The case study that had been done consist of 8 subtopics that are being discussed. The subtopic that had been discussed are the information of the company background, problems faced by the company and the purpose of the study made. SWOT analysis also had been done in this paper to determine every aspect which are the strength, weakness, opportunities and threat regarding to the product. The case study also will be discussing about the problem found in regarding the product and the solution for the problems proposed. The recommendation and improvement that can be made to the product in the company also had been discussed in this paper.

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Medical support company consist of four major divisions which are Diagnostic, Biotechnology and Research, Food and Pharma Microbiology as well as Health Informatics. There will be different staffs that will be assigned to each division.

As stated previously, the company had been divided into four majors where the first major is Diagnostic sector. The company consist of 60 years combined experience of servicing in Science, Pharmaceutical and Diagnostic. This team will oversee a few technical and on-site works such as troubleshooting and the service and repair.

A team also is provided by the company in Health Informatic sector where the team is in charged with the local support and expertise where the team are all a highly qualified professional. Lastly, 9 sales representatives are provided by the company to support the diagnostic, clinical, hospital and life science customers throughout Ireland.

2.3 Products/Services

In order to thrive and profit, it is crucial for each company to produce a diverse range of goods. Since each commodity has a particular rate of production, it is important for the company to analyse the demand for the product it produces. As a result of this, Medical Supply Company has produced a wide range of products, making them one of the most popular manufacturers in Ireland.

There are a few types of products manufactured and supplied by the company which is for the clinical, research, equipment, refrigeration consumables and others. First of all, as for the clinical category, the list of products categories that available are for blood sciences, electrophoresis, haematology, histology, microbiology, molecular diagnostic, multiple Myeloma and software solutions.

As for the research category, there are also sorts of products that available in the company. Some of the categories of product that can be obtained from the company is the cell culture, Genomic Research, Microbiology, molecular analysis, molecular biology and reagents.