



# COMPANY ANALYSIS

## Mobius Bionic

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME : FSPU & AP220**

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**PROJECT TITLE : BIONIC ARM CASE STUDY**

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## **ACKNOWLEDGEMENT**

In the name of Allah SWT, the Most Merciful and Generous, who has given me the determination and knowledge to finish this case study. This case study report is a requirement for our course. This has turned out to be a fantastic opportunity.

I would like to thank our subject professor, Sir Dr Shafiq Shahrudin, for providing me with the opportunity to complete this study. He provided me with encouragement and guidance on a variety of topics. I appreciate his overall encouragement.

I just want to express our gratitude to all who helped us accomplish our task successfully and on schedule.

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## **EXECUTIVE SUMMARY**

This is an effort to understand how the ideas should be put into practise. As an Uitm Arau student it is part of a case study project for all. Therefore, I have the ability to study an enterprise to produce an innovative idea for creativity. I refer bionic arm industrial that Bionic Mobius Company as my research company. Information is gathered through the internet source as well. Objective of the project is to work on the background, organizational structure and product that are provides.

Also, I study about how bionic arm help the peoples with disabilities to have a normal life . Next, I research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management. Goals indicate what a business unit wants to achieve and strategy is an action plan for getting the goals. In this study, I analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

## 2. COMPANY INFORMATION

### 2.1 Background

Mobius Bionics is a new medical device company focused on bringing advanced prosthetic technologies, such as the LUKE arm, to upper-limb amputees. Fueled by years of research-driven product development, the Mobius Bionics team brings together extensive experience in delivering pioneering medical technologies to market.

### 2.2 Products / Services

#### 2.2.1 Luke Arm

The LUKE arm is the only commercially-available prosthesis with a powered shoulder, allowing a shoulder-level amputee to reach over their head. In its shoulder configuration, the LUKE arm features ten powered joints.

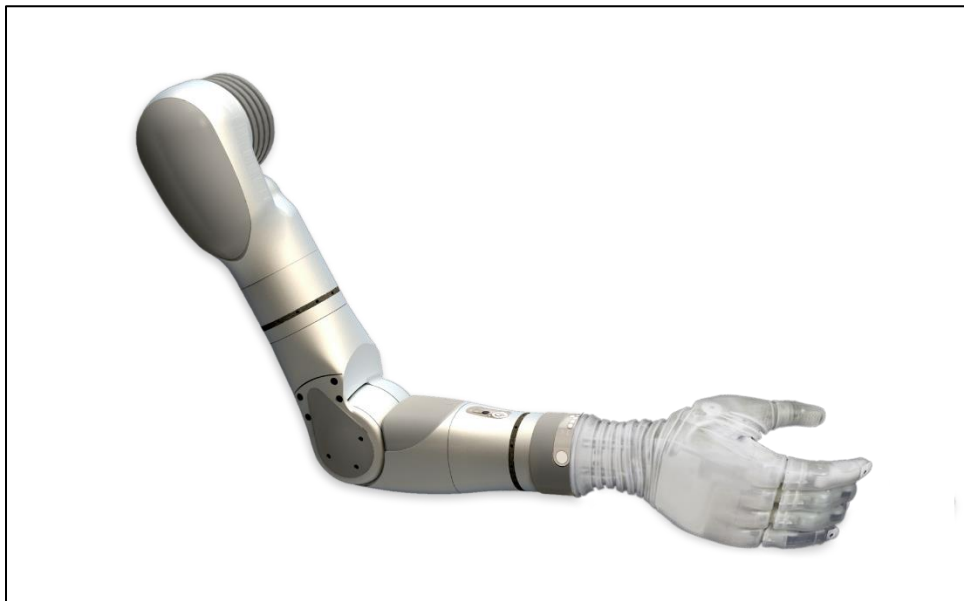


Figure 1: LUKE arm designed by Mobius Bionic