

BIS 034



In collaboration with



The Derbyshire Business School

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## INDEPENDENT STUDIES 6CC999

A project completed as part of the  
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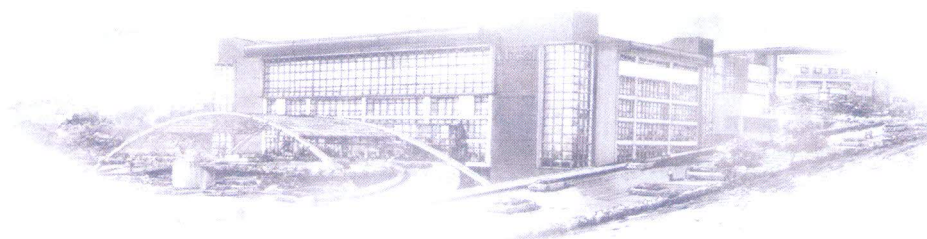
**BSc (Hons)  
Business Information Systems**

**Independent Studies**

**“Could single storage device replace the  
multiple varieties of storage device in  
Malaysia?”**

**By**

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in the years < September 2004 – May 2005 >**



## Abstract

Throughout the whole process, a report been written out to examine the issues regarding the acceptance of mass storage devices by the Malaysian, whereby is to find out what are the comments and advantages and disadvantages of using this devices.

In Asia, the sales of MP3 player has grown 57 percent this year after more than doubling in 2004, according to market research group iSuppli, which predicts sales will more than double by 2009 (Samsung Introduces New MP3 Players, March 17, Reuters 2005), just imagine Samsung itself has a total sales of 1.7 million world wide last year and aiming to have a grow of 5 million sales (Quoted: Samsung Electronics vice president Kim Suh-kyum).

Storage Device actually was started with 4.4 MB till today capacities of storage up to terabytes (1000000 MB) of memory storage and from a size of stack of fifty 24" giant discs which only provide 4.4 MB to terabytes of storage which only takes less than 5 inches of it.

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In today Malaysia market, demander has started to have a high demand on product like Media Player, Portable Storage, Thumb Drive, Optical Disc and others; where it able to be purchase at a very logical or reasonable price compares to the first hard-disk been produce during the 1950s, which we called 350 Disk File.

Lastly, in this report will examine the different view from various group perspectives such demander and manufacturer regarding the expansion of the advancement of Mass Storage Devices infrastructure with the deploying new technology and creativeness in designing a devices for the competition environment. The project will finally summarize the currently acceptability of Mass Storage Device and its potential growth in the future tend.

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