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UNIVERSITI  
TEKNOLOGI  
MARA



CASE STUDY

MUHAMMAD HAIQAL HAKEEM BIN HANIF

PARALLAX KAMERA KODAK

FACULTY OF ART AND DESIGN

SEMESTER 4

MUHAMMAD HAFIZ I BIN MOHAMMAD SOHAIMI

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## **EXECUTIVE SUMMARY**

Parallax kamera kodak it is a company where it focusses on selling many types of old film camera. The parallax camera kodak mostly selling the camera.

From Japan. Parallax camera kodak was established in late 2018. It all started when Me (Hycarl) and my friends during our senior year, decided to enjoy our last day of school, by shooting as much films as we could. The main reason why is because. Dark Room 8 was in Tun Hs Lee, which is super close with our school. Once a week, we get a roll of c200 (which only costs RM12.80) and developing (RM11.80) in mid-2018. I have been using analog for my school magazine work for some years, and they became attracted to film. Since then, we established our very own club, KELAB KAMERA KODAK KL. It was just 3 of us goofing around as kids who studied. And grew up in the middle of Kuala Lumpur.

I have started shooting film way before them, when I was in form 3, 2016. I attended a full-length audio-visual course that teaches basically everything that requires a camera and a story, from film making, journalism, documentary, photojournalism. Etc that is collaborated with schools in KL with a refugee school DIGNITY to learn. And become a certified film maker. We were trained by professionals, and it spark me. Interest in pursuing it as a career when I was a young teenager. Today Parallax camera kodak had sold many analog camera like Yashica, canon, Nikon, and many. More. If you want to find the old camera to start this shop can find your dreams camera. As we know today have a lot of cameras was sale and have a market today, because it trends right now to collect the rare camera to make an own collection. We all know the camera very expensive to buy because have a high price and hard to find. The items. The cost to use the analog camera very much money to spend it like the film roll and develop. But if you try, it very nice because you are feeling the old vibes and you can appreciate the photo more compared to the digital camera. Finally, parallax camera kodak use the social media to sell the camera and just use the story to promote.

## **ENTREPRENEUR PROFILE**



**NAME: MUHAMMAD HAIQAL HAKEEM BIN HANIF**

**AGE: 21**

**COMPANY NAME: PARALLAX KAMERA KODAK**

**PHONE NUMBER: +60 16-225 0935**

**ADDRESS: KUALA LUMPUR, MALAYSIA**

**EMAIL: [HAIQALHANIF88@GMAIL.COM](mailto:HAIQALHANIF88@GMAIL.COM)**

**APPROVAL: DIPLOMA IN MANAGEMENT**

**MAIN PRODUCT: CAMERA**

## **ENTREPRENURIAL COMPETENCIES**

### **INTREPRENEUR IDOL**

Camera Rescue begun in 2010, in Finland with a bunch of keen photographers that truly cared about Film cameras. We work to preserve cameras for the future generations. Our goal was to reach 100 000 rescued cameras by the end of 2020 with a few up and downs on the way we achieved the goal in May 2021, from one to thousands at a time, we safe camera from any time old or new, working or broken. Trade in your old or unwanted camera equipment for cash and help us with our goal. That is why Kamera kodak started their journey as entrepreneur. That is why a lot of young people really like using analog camera right now.

In the past few years more and more young people have discovered film photography, embracing the imperfections, the slow-down and the tactile feeling of using film cameras. To help all these new people into film photography, we actively look for the cameras hidden away in cupboards and attics to give them new life. We believe that getting into film photography is hard enough without having to battle with light leaks, inaccurate shutters, and broken lenses. That is why we thoroughly test, refurbish, or repair the cameras that come through us.

Our effort to save these cameras is our way of helping film photography stay alive so that our children and grandchildren can enjoy some of the same camera selection that we are enjoying. Producing new film cameras at a price available to most people will not be feasible for many years, if ever, so keeping the current stock of cameras alive is crucial.

### **SPECIFIC KNOWLEDGE**

The owner was started the shop by himself and have made a personal shopper if you want something about camera like lens, body, replacement item and many more. The owner knows to repair the camera to if your camera broken, he can service your camera to use again. So, we can see the very young entrepreneur today in analog camera in Malaysia.