



اُونِيُوَرَسِيْتِي تِيكِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PHOTOY

COMPANY ANALYSIS

PHOTOY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME: ARCHITECTURE PLANNING & SURVEYING (AP220)

SEMESTER : 8

PROJECT TITLE : LOMOGRAPHY CAMERA

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EXECUTIVE SUMMARY

This project aims to determine how ideas can be implemented in a practical environment. As a bachelor's degree, I must complete a case study project as part of my studies. So, for this reason, I had the opportunity to study a company that produced the same product that I want to create, PHOTOY, whose main business is selling Lomography camera replicas.

In the first section of the project study, I was able to gather general details about the company, such as the company background, organizational structure, products/service and technology.

Then I must do a SWOT analysis. By doing a SWOT analysis, I will be able to identify the company's strengths, weaknesses, prospects, and risks, as well as determine a better technology framework approach that can be applied in the company to address the company's current problems. In order to build a company, it is critical to have a strategy and plan in place to change the current structure.

1. INTRODUCTION

1.1 Background of The Study

It was way back in 1991 when the young Austrian founders of Lomography discovered the Lomo LC-A, a camera manufactured in Saint Petersburg, Russia, that uses 35mm film and that works automatically. Since this camera was provided with excellent effects due to the quality lens, the images turned out unique, colorful, and blurry, with no post-production effects. The motto “don’t think, just shoot” emphasizes the idea of spontaneity, getting rid of the formal technique. All Lomography cameras are inexpensive. Some of them offer the possibility of interchanging the lenses, using flashes, and light leaks due to their lousy construction. It is a remarkable fact that people find film photography more compelling to the eye every day. For that reason, digital finishing to enhance photos has become very common. Digital never looked so analog. Due to the rapid development of technology such as smartphones, the Lomography camera is seen as outdated. Therefore, an innovation must be made to the Lomography camera to keep up with current technological developments.

1.2 Problem Statements

Nowadays there are several models of this type of camera in the market. The performances they offer are very similar among them but totally different from digital. People is looking for different results in their pictures, they want to experience different things and different results. The technology of these cameras is very simple and because of this anyone can use it. These elements, simplicity and unexpected results, make the difference. However, nowadays more and more smartphones are coming up in the market with new applications available to give different effects in the photography they take. They think Lomography camera is not suitable used in current decades.

1.3 Purpose of Study

Purpose of study is to make sure PHOTOY company is keep up dated with current technological changes and environment.

2.3 Products / Services

The first and most important one, their core business, will be the replica camera selling. Below will include the most important & popular cameras from all the times. Secondly, the film development, which will be outsourced to a laboratory based in the Madrid and named Interphoto (C/ Cartagena 142). The third service offered will be the selling of film rolls and the last one is the selling of accessories related with photography such as photo albums, calendars, posters and frames.

List of cameras: -

Primo JR



Figure 2.2: Primo JR

The primo JR is a 4x4 TLR camera made by Tokyo Kogaku in 1958-60 and available in various configuration – metered, unmetered, grey-finished, and rebadged.

Ricoh GR1V



Figure 2.3: Ricoh GR1V

The most “modern” camera of company collection, the GR1V was released in September 2001. It is a luxury compact camera that offers a high-resolution GR lens 28mm f/2.8. It also has a manual ISO setting and works with no battery.