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**IMR 664:
ELECTRONIC RECORD KEEPING**

**GROUP ASSIGNMENT:
GUNDAM MALAYSIA**

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1.0 COMPANY BACKGROUND

1.1 ORGANIZATION BACKGROUND

Founder of Gundam.my - It all started out during the year 2010, We realised that there weren't really any Gundam Model Kits that was sold in Malaysia Market. Even in Hobby Shops, there were not many selection of Gundam Model Kits. Knowing that Gundam was such a famous and Iconic Anime, we are sure there is a lot of people or fans from Malaysia who are interested in collecting Gundam Model Kits but the issue was it was hard to get our hands on it especially for those who were from rural areas.

Hence, we have decided to get sources from local and overseas suppliers to start selling online and that's how Gundam.my was born.

When Gundam.my started, we started out by selling lesser than 100 model kits online, slowly as we grew we have more than 3000 model kits, accessories &etc. products to be sold online. We mainly sell directly from our Official Website "www.gundam.my". However, in order to serve our customer needs, We are also selling our Products on different E-commerce Platform such as Lazada, 11Street, Lelong,Shopee and Gemfive.

Besides that, we also started our very own YouTube Channel to give out some Tutorials & Tips for our beloved fans. We also publish Newly Arrival Products, Gundam News, Special Promotions on our Social Media Platform such as Instagram,Facebook and also WeChat.

As we are also a Gundam Fan, We also build,customize and snap photo of our Gundam Model Kits and share it with our beloved fans on Facebook & Instagram. We hope everybody enjoy the process of building and the satisfaction your finish model kits.

1.2 MISSION AND VISION

- To be the #1 Gunpla's fan community platform in South East Asia
- To advocate the beautiful culture of Gunpla Modelling among the Teenager
- To provide the most variety of Gunpla model kits with most affordable price to the community