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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**ENT600**

**TECHNOLOGY ENTREPRENEURSHIP**

**CASE STUDY REPORT**

**“GUNDAM GANG”**

**Prepared By : Muhammad Syazril Bin Samson Anuar**

**Matrix Number : 2019728263**

**Group : D2CS2415D**

**Prepared For : Madam Yusrina Hayati**

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## **EXECUTIVE SUMMARY**

Gundam Gang is a place where they sell gundam plastic models, hobby toys and accessories. They are an online based business in Penang where they take customers' orders and deliver the toys by post or cash on delivery. The shop is well-known among hobbyist in Penang and offers a variety of toys especially their gundam plastic models also known as Gunpla. The major problems faced by them are finding the right products to sell, retaining customers and attracting and hiring the right people to make it all happen. Due to the wide variety of hobby toys and hobby enthusiast, the company have to implement the right tactics to become a major competitor among bigger hobby companies.



# INTRODUCTION

## 1.1 Background of The Study

Nowadays, people in Malaysia can have hobbies and collect things that are produced overseas. With the introduction of television, satellite, and especially internet, it is easy to find information about things they want to collect. And one of the most popular model kit collected by Malaysian people is Gundam plastic model kit that produced in Japan. Mobile Suit Gundam is a metaseries created by Sunrise that first aired in 1979 and until now the series already released in numerous media like TV series, manga, photo novels, and video games. Gundam plastic model kit is plastic model that depicting the mechanical robots, vehicles, and characters from the Mobile Suit Gundam series. The model kits consist of some line-up, they are Super Deformed, High Grade, Master Grade, Perfect Grade, Real Grade, and Mega Size Model.

Gundam plastic model kits known as Gunpla first emerged in July 1980, targets male middle and high school kids. Since that date, as of the end of March 2011, 406 million units had been sold in Japan, which works out at 13 million units sold per year since 1980 (Bandai Co. Ltd. 2011:1). Overseas, Gunpla is currently sold in 12 countries and regions around the world, with total sales of more than 28 million unites recorded between January 2000 and December 2010. According to Bandai Namco's Annual Report for FY(fiscal year) 2010/2011, sales related to the Gundam character in Japan amounted to 34 billion yen as of March 2011, which equates to nearly 5 percent of the whole toy industry market in Japan in that year, and makes Gundam the most profitable character product made by Bandai Namco Group (Bandai Namco Group 2011:7).

## 1.2 Problem Statement



Finding the Right Products



Retaining Customers



Attracting and Hiring the  
Right People to Make it  
All Happen

## 1.3 Purpose of The Study

Purpose	
To determine the main problems or situation encounter in the company based on the SWOT analysis	To recommend the resolutions and strategy to boost the performance of the company, by that, the company can sustain in the industry