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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS **TODAK CULTURE SDN BHD**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM: FACULTY OF APPLIED SCIENCES,
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PROJECT TITLE: TODAK CULTURE SDN BHD

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to the practical situation. As a student in UiTM Arau, it is a part of study for everyone to undergo a case study project. I got an opportunity to do some research about a company business strategy and services in the real situation.

The general information about the company has been collected and the information is gathered through the primary and secondary source as well. Objective of this case study project is to work on the background, organizational structure and services that Todak Culture Sdn Bhd provided. I also study on the business, marketing and operational strategy that this company has been implemented for years.

In this case study, I also analyse the strength, weaknesses, opportunity and threats of the company and product by using SWOT analysis. Thus, from the feedback and needs from the existing customers of this company, I analysed and find a solution to overcome the existing problem from that product and to fulfil their customer's needs.

2.2 ORGANIZATIONAL STRUCTURE

The organizational structure of the company can be refers in appendices

2.3 PRODUCT / SERVICES

The product that have been provided by the Todak Culture is clothing, headwear, footwear, gaming gears and accessories. In Todak culture, there are a lot of product and also design that customer can choose. For an example, in clothing, there are a lot of categories such as t-shirt, tops, jacket, hoodies, pants, shorts and sports. Todak culture also successfully had a collaboration with some brands or some company such as "Emmett". Todak Culture started their business with a single product which is their gaming chair. After they launched their gaming chair, they got positive feedback by their customers. Thus, it really managed to inject enthusiasm in their minds to design others product.

The Todak chairs types and description can be refers in appendices

2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY

2.4.1 BUSINESS

The business type for TODAK CULTURE SDN BHD is manufacturing business and a business nature was to meet the client satisfaction demand for high quality of gamer's apparels, gaming gears and gaming peripherals. They also provide the services that will guide their customer in gaming world.

2.4.2 MARKETING

TODAK CULTURE SDN BHD has use social media platform to marketing their business product in Instagram, Facebook and Twitter to reach their customers. The marketing team also promoting their business by having a collaboration with the other company or product.