



# The Mainichi

## COMPANY ANALYSIS

The Mainichi Newspapers Co.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY & PROGRAMME: AS245 BACHELOR OF SCIENCE (Hons.)  
APPLIED CHEMISTRY**

**SEMESTER : 5**

**PROJECT TITLE : PLANTABLE PAPER BAG**

**NAME : QISMINASYASYA BINTI JOHAN**

**LECTURER : DR. FARAH LINA BINTI AZIZAN**

## TABLE OF CONTENT

|  | <b>PAGE</b> |
|--|-------------|
| TITLE PAGE                                       | i           |
| ACKNOWLEDGEMENT                                  | ii          |
| LIST OF FIGURES                                  | iii         |
| LIST OF TABLES                                   | iv          |
| EXECUTIVE SUMMARY                                | v           |
| <b>1. INTRODUCTION</b>                           | <b>1</b>    |
| 1.1    Background of the Study                   | 1           |
| 1.2    Problem Statement                         | 2           |
| 1.3    Purpose of the Study                      | 3           |
| <b>2. COMPANY INFORMATION</b>                    | <b>5</b>    |
| 2.1    Background                                | 5           |
| 2.2    Organizational Structure                  | 7           |
| 2.3    Products/Services                         | 9           |
| 2.4    Technology                                | 9           |
| 2.5    Business, marketing, operational strategy | 10          |
| <b>3. COMPANY ANALYSIS</b>                       | <b>12</b>   |
| 3.1    SWOT                                      | 12          |
| 3.2    Strength                                  | 13          |
| 3.3    Weakness                                  | 13          |
| 3.4    Opportunities                             | 13          |
| 3.5    Threats                                   | 14          |

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim. In the name of 'Allah', I gained strength from Him the most beneficent and merciful. He gave me patience and inspired me to finish the case study report for Fundamental of Technology Entrepreneurship (ENT600) subject on this semester. Firstly, I would like to express my gratitude to man parties involved helping me to complete this report.

I would like to give a special thanks to Dr. Farah Lina Binti Azizan, my lecturer that teaching this course. She did sacrifice her time a lot to guide me and give me advices while completing this report. Without her help, I would not be able to hand in the task before the due date.

Next, I would like to appreciate the Shimbunsha Mainichi company for giving me a chance to know and learn about the company organization and a bit detail. The provided information is really helpful for me to study his company for the case study.

Besides, I also would like to thanked my families and classmates who supporting me while completing the task given. The support given by them encouraged me to do this task as much as I can.

Qisminasyasya Binti Johan

## **EXECUTIVE SUMMARY**

Mainichi Shimbunsha or The Mainichi is a newspaper company since 1872. The interesting fact is the company has launched the green newspaper in 2016 as an alternative to save the environment. The innovation grabs attention in the worldwide. It is the first company that invent the newspaper that can be plant into flowers. The newspaper is made of seeds and also called as the ‘green newspaper’. The newspaper is the great innovation to reduce the plastic waste. The basic materials used are the recycled papers and seeds. They have no urge to do deforestation because one aims of their business is to safe the environment. Besides, they promote more oxygen released on the atmosphere that may benefits the environment at many angles.

The main problem found in the studied company first is the natural hazard that occur every year in Japan. In terms of production, the safer place is the right choice for production process. Since the newspaper is printed twice per day, it requires a huge source of seeds for the making of the newspaper. The alternative or solution regarding to this issue is importing the seeds abroad. It can be easier by doing so. Thus, in order to deal with the foreign newspaper companies, the Shimbunsha Mainichi can cooperate with them and provide them the safer place for journalist and reporter among the newspaper employees. Thus, this company has good relationships among the competitors. Besides, this can make the company status become stronger and be able to stay in lane longer.

The other main problem faced by the Shimbunsha Mainichi company is variability. It is important to create varieties in production because people appreciate creativity and unique. The company make the green newspaper to save the environment but the modern technology developed very well causes people to read the news on gadgets instead of using papers. Therefore, this requires adaptability to win the situation. For example, the idea of green newspaper only focused on newspaper. If the company able to modified the idea on paper bags, groceries bags, cards, or anything that paper-based, the business can keep on growing bigger and developed well in the business industry.

## 2.3 Products/Services



Figure 2.3: The invention is also known as green newspaper.

One of the most famous daily newspaper in Japan is *Mainichi Shimbun*. The idea was one part of the campaign in which they want to reduce the amount of waste. The campaign named “*Mottainai*” which means less waste. One objective of the campaign is helping the environment rather than throwing it away after done reading the green newspaper.

There are simple steps to follow to growing the plant. First, the paper should be placed on soil and watered. Next, the seed will turn out germinate and sprout. The paper then started to decomposed. Lastly, the plant will grow and matured.

## 2.4 Technology

The newspaper was made of recycled paper in which it contains seeds that abled to grow into plants and flowers. The ink used for the newspaper acts as fertilizer as it is made from vegetables. The campaign gets so popular in Japan right after the invention was introduced.



Figure 2.4: The green newspaper that turned into plant after several days and few weeks.