ICT 286 Assignment 2

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**COMPANY PROFILE**

Company Name : Toys O’Clock

Address : Sunrise Street no. 14, Medan, North Sumatra, Indonesia.

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Website URL :

Established Date : 19th June 2020

**General Introduction:**

Toys O’Clock is an international toy retailer company founded in June 2020 with it headquarter located in Medan, North Sumatra, Indonesia. They offer a wide range of products from the world-renowned manufactures specialise in toys which is Hot Wheels, Lego, etc at an affordable price.

Born in the middle of the COVID-19 pandemic, Toys O’Clock know that nowadays the strategic to spread your market widely in a significant amount of time is through the internet. So, Toys O’Clock collaborate with Acosta Group and Dwijaya Toys on their Ecommerce market. These will help them as a newcomer in the toys industry to compete with their competitor.

Toys O’Clock have a slogan of “Bringing magical joy and happiness to your doorstep”. This means buying their product will lead to great pleasure for the customers.

**Expectation (Goal)**

Currently, Toys O'Clock does not have any website as they had just opened. But they do open in certain online application services such as Tokopedia and Shopee. Because of the Covid-19 pandemic, economics all around has become more downgraded. And because of this, they are planning to expand their platform. By using social media platforms such as Instagram, Twitter, Facebook, and much more. By using these media platforms, they can increase their production rate and the sales of their product. Furthermore, they also are planning to expand their branch of business. Not just in Medan, but they are also planning to open in Surabaya, Jawa, and much more. But they do prioritize our website as our main platform because they want to grow dependently. And because they are doing this dependently, they are currently using their delivery system. So that in the future, they can hopefully attract sponsors from famous applications such as Gojek, Grab, and much more. By doing this in the future, they can hopefully reach a level where people acknowledge them instantly such as Toys” R” Us, Amazon, eBay, and much more.

**Features**

Toys O’Clock not only prioritize products that are currently being sold, but they also pay attention to the authenticity of the product and safety of the product when it gets to the destination. They will use bubble wrapped and plastic to ensure the products get to the destination without any harm.

Toys O’Clock products have been approved by INS (Indonesian National Standard). Furthermore, they also review their product prices, so it will fit the SOP (Standard Operating Procedure) of the INS.

Toys O’Clock have a mission to become one of the best toys’ manufacture in the world. In order to pursuing that goal, they know the best approach is to not only prioritize their products, but also respect and consider every review as well as suggestion from their customers. When a customer leaves a review, they will check for it then try to apply the changes.

For the sake in increasing Toys O’clock follower rapidly, they often do giveaways on their Instagram account. Then, special promos or discount is also given for special occasions such as Chinese New Year, Christmas, Halloween, and much more. Occasionally, they will have a special event for a product which is being sold for a limited time on the best seller section of their websites’ home page.

**Mission and Vision**

Vision : Produce feeling of joyful for children and put a smile on parents’

faces which will lead to harmonic family and become one of the

world leading manufacture specialised in toys

Mission : Creating a new innovative toy with best quality from the user

recommendation along with affordable price. Increase our service

as experts in the product

**Product Information**

Children is one of the most important human being that needs to be formed and shaped. On their process of becoming a useful person in the future, they are required to be taught since they were a child. Because during that moment, it is the most crucial time for them to learn something new and still can be directed to the right path. Toys is one of an influential element in accompanying children to achieve that. Toys O’clock founder has a desire to help parents around the world to formed their children. They have come with an idea of distributing toys that not only can bring happiness to them, but also can increase their creativity. So, Toys O’Clock come with products of LEGO, children are expected to build a nice object such as house, beach, track set, etc from scratch with the puzzle given to them. This will surely force the children to think in order to complete it. Next, in order to produce feeling of joy for them, we provide cars for them, so they can use this car to play with.

**Web Page**

Toys O’Clock webpage will accommodate all of the information needed in achieving an ease of buying our products.

Firstly, when the user tries to reach our webpage, they will see all of our promo offering. This promotion is designed with a tempting view for the user to attract them to explore our webpage further.

Next, the webpage will guide the user to our products’ category which is “Cars”, “Track Set” and “Lego”. This category will lead the user to a new web page when clicked. This site will show all of the product associated with the category.

Under the category section, the end user will able to observe company’s best-selling product.

**List Of Products**

1. Hot Wheels 20 cars gift pack $68
2. BMW M6 B/O 6V Ride on Car $400
3. Hot Wheels Lamborghini Aventador $35
4. Hot Wheels 10 cars gift pack $34
5. Hot Wheels 50 cars gift pack $150
6. Hot Wheels Zotic HW Art Cars $20
7. Hot Wheels 50th Anniv Black Gold Metal Car $50
8. Hot Wheels Car 16 Mercedes-AMG GT3 $30
9. Hot Wheels 100 car case $350
10. Hot Wheels Car 69 Corvette $40
11. Hot Wheels Double Loop Dash Track Set $52
12. Hot Wheels 4-Lane Track Set $40
13. Hot Wheels Track Stunt Train Express Track Set $52
14. Hot Wheels Track Ultimate Garage Shark Track Set $219
15. Hot Wheels Mario Kart Circuit Track Set $245
16. Hot Wheels Cyborg Challenge Track Set $48
17. Hot Wheels Track Builder Spiral Stack-Up Track Set $308
18. Hot Wheels Mega Loop Mayhem Track Set $240
19. Hot Wheels Colossal Crash Track Set $106
20. Hot Wheels Energy Track Set $108
21. LEGO Apple Tree House Set $150
22. LEGO 3 in 1 House Builder $375
23. LEGO Friends Olivia’s House $225
24. LEGO Friendship House $190
25. LEGO The Simpsons $210
26. LEGO 3 in 1 Beach Surfers $225
27. LEGO Star Wars $225
28. LEGO Harry Potter $225
29. LEGO Haunted House Pack $230
30. LEGO Disney Pack $450

**Products’ Description**

1. Hot Wheels 20 cars gift pack

* The Hot Wheels 20 Gift Pack delivers a trunk load of cool 1:64 scale vehicles in one open window package that displays the entire set!

1. BMW M6 B/O 6V Ride on Car

* The 6V BMW M6 Ride On has a high-back seat to keep kids comfortable and supported as they play, along with full suspension for a smooth ride

1. Hot Wheels Lamborghini Aventador

* The Lamborghini Aventador LP 700-4 is a mid-engined sports car produced by the Italian manufacturer Lamborghini

1. Hot Wheels 10 cars gift pack

* The Hot Wheels 10 Gift Pack delivers a trunk load of cool 1:64 scale vehicles in one open window package that displays the entire set!

1. Hot Wheels 50 cars gift pack

* The Hot Wheels 50 Gift Pack delivers a trunk load of cool 1:64 scale vehicles in one open window package that displays the entire set!

1. Hot Wheels Zotic HW Art Car

* 1:64 scaled die-cast car. White with black tribal Custom Graphics.

1. Hot Wheels 50th Anniv Black Gold Metal Car

* Hot Wheels 50th Anniversary – Car Hot Wheels 50th Anniversary Black & Gold 6 Car Set 2018

1. Hot Wheels Car 16 Mercedes-AMG GT3

* The 16 Mercedes-AMG GT3 was made in cooperation with the 2017 racing game [Project CARS 2](http://en.wikipedia.org/wiki/Project_CARS_2), developed by Slightly Mad Studios and published by Bandai Namco Entertainment.

1. Hot Wheels 100 Car Case

* This is a cool way to take all of your hot wheels with you on one go. This car carrier can fit your entire collection of awesome toy cars.

1. Hot Wheels Car 69 Corvette

* The yellow bodied Corvette shown above with the 'U' shaped black front fender and nose striping, issued as the 2006 First Edition version from Hot Wheels is one of only two actual ZL1 optioned Corvettes made in 1969 by Chevrolet.

1. Hot Wheels Double Loop Dash Track Set

* Double Loop Dashis Hot Wheels LONGEST EVER side-by-side drag race!

1. Hot Wheels 4-Lane Race Track Set

* Four cars race and merge until only one winner emerges

1. Hot Wheels Track Stunt Train Express Track Set

* Features two motorised trains that shuttle cars to different track levels, and the continuous operation is based on pure basic physics.

1. Hot Wheels Track Ultimate Garage Shark Track Set

* ​Launch cars through the double lane loop back into Hot Wheels City or be devoured by the Shark.

1. Hot Wheels Mario Kart Circuit Track Set

* Hot Wheelsbrings the fast-paced action of the Mario Kart world to life with a Circuit Track inspired by iconic courses from the popular video game.

1. Hot Wheels Cyborg Challenge Track Set

* The robots are coming! Boys will use the Hot Wheels robot wrecker track set to save the city from the giant robot that’s blocking the road.

1. Hot Wheels Track Builder Spiral Stack-Up Track Set

* Features the ability to build vertically, horizontally or even in a spiral.

Cars can be launched down the track or released from gates with “rejected” cars thrown off the track.

1. Hot Wheels Mega Loop Mayhem Track Set

* Hot Wheels cars zip along 10 ft. of Mega Loop Mayhem track. Replete with sharp turns, loops, and straightaways, the track has six different spots where cars can crash into each other or pull over to get directions.

1. Hot Wheels Colossal Crash Track Set

* The biggest boosted set Hot Wheels has ever made—over 5 feet wide! ​​​Use the levers to send your cars through the ground-level crash zone or into the air for spectacular aerial collisions!

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1. Hot Wheels Energy Track Set

* Hot Wheels Energy Track Set: With this set, kids can race their Hot Wheels cars through the exciting world of Hot Wheels. Launch cars down the track through the unique double-loop before blasting through the ring-of-fire.

1. LEGO Apple Tree House Set

* Classic family house packed with details, like mail box, lawnmower, outdoor light, water tap in the garden and much more. Features a blue tiled roof which can be lifted to play inside. Highly detailed: Basketball hoop, TV antenna and garage

1. LEGO 3 in 1 House Builder

* With this amazing LEGO Creator 3-in-1 set, kids will have endless fun building a toy store, rebuilding it into a flower shop, rebuilding it again into a cake shop, and playing with the 2 LEGO minifigures and bird figure

1. LEGO Friends Olivia’s House

* Includes cat Kitty and 3 mini-doll figures: Olivia, Mom (Anna) and Dad (Peter) and features kitchen, bathroom, bedroom, living room, barbecue, rooftop patio and outdoor table

1. LEGO Friendship House

* LEGO Friends Friendship House is a 4-story converted fire station with a garage, kitchen, roof terrace, a working pulley system, slide and a friendship tree! Swing on the swings, enjoy the juice bar or have the mini-dolls relax in the hot tub

1. LEGO The Simpsons

* The perfect set for fans of LEGO brick building and The Simpsons! Includes 6 minifigures: Homer, Marge, Bart, Lisa, Maggie and Ned Flanders

1. LEGO 3 in 1 Beach Surfers

* This LEGO toy set also includes man and woman minifigures for kids to include in their fun beach adventures. The surf shack has 2 floors with hinges so it can fold open for different play options and comes with 3 brick-built sea animals – a dolphin, sea turtle and baby sea turtle

1. LEGO Star Wars

* This compact construction playset includes 4 LEGO Star Wars Mandalorian warrior minifigures with stud-shooting blasters, a buildable defence fort and a Mandalorian speeder bike with 2 stud shooters to spark children's imaginations.

1. LEGO Harry Potter

* The LEGO Harry Potter 4 Privet Drive building set captures iconic moments from Harry Potter and the Chamber of Secrets

1. LEGO Monster Fighter Pack

* Combat his monstrous minions while saving the sunlight from the evil Lord Vampire in this exciting Monster Fighters LEGO theme.

1. LEGO Disney Frozen

* Build your own Ice Castle, with two levels, a slide, treasure chest, snowball catapult and a rotating fountain! Includes two mini-dolls, Anna and Elsa from Disney’s Frozen, plus polar bear cub figure

**Other Company Information**

Toys” R” Us is one of the prominent manufacturers specialise in toys such as toy car, toy box, etc. Toys O’Clock have a plan of competing with this renowned company in 10 years’ time in various aspect such as web application, quality, price even for the number of the branches around the world. As mentioned before, the strategic in achieving this goal is by the social media platform as in the future all will be controlled by technology.

The first thing to be accomplished is to create a very elegant design of webpage, this will attract customers to explore our page. Next, we will provide all information needed by the user in exploring the website such as user guide to find any useful information they want to search for, instruction how to order Toys O’Clock products, etc.

All of this will of course be done by the IT team, as well as a specialist to observe others world leading company activities and modification on their websites. They will note down any useful and signification information for Toys O’Clock. All of these data will then be sorted and justification will be done immediately. Not to forget, the review from our customers will also be included in the note.