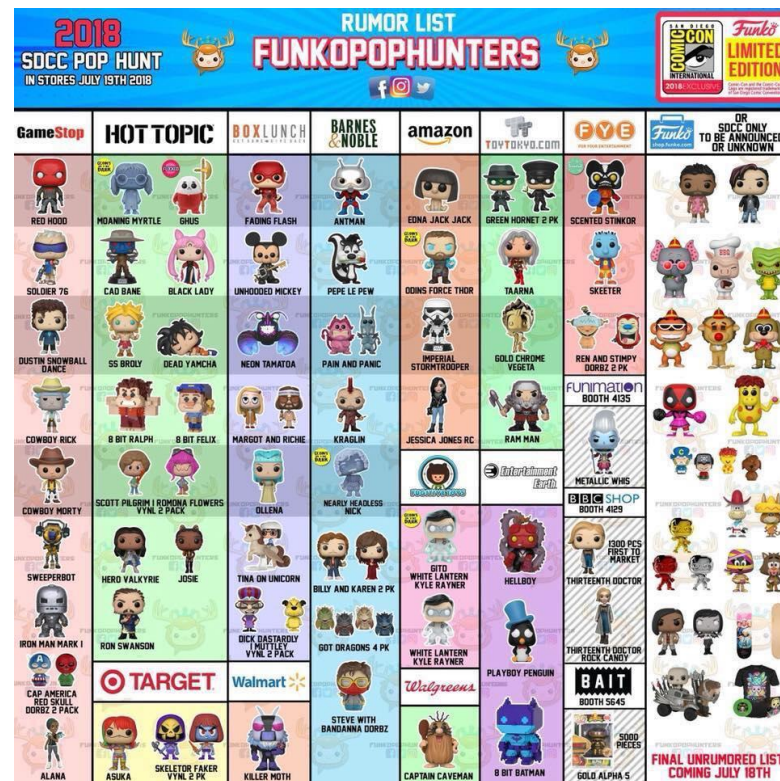




Funko/Action Figure Market Research

Funko Trends

- Avengers/Ant Man/Justice League/Suicide Squad/The Flash/Thor (Superhero)
- Fortnite (Popular gaming)
- Game of Thrones (TV Shows)
- Pokemon (Pikachu, Charizard)



GameStop

Pop! Games: Destiny - Sweeper Bot
Pop! Heroes: DC - Redhood
Pop! Marvel: Marvel Stud10s - Iron Man Mark I
Rock Candy: Saga- Alana
Pop! TV: Stranger Things - Dustin at Snow Ball Dance
Pop! Games: Overwatch- Soldier: 76 Grillmaster
Pop! Animation: Rick and Morty - Western Rick
Pop! Animation: Rick and Morty - Western Morty
Dorbz: Marvel - Captain America & Red Skull 2-pk
Hot Topic
Pop! TV: Riverdale - Josie
Pop! Comics: Saga - Flocked Ghüs w/ Pajamas
Pop! TV: Parks & Recreation - Ron Swanson (Cornrow)
Vynl.: Scott Pilgrim - Scott Pilgrim + Ramona Flowers
Pop! Marvel: Thor Ragnarok - Valkyrie
8-Bit Pop!: Wreck It Ralph - Ralph
8-Bit Pop!: Wreck It Ralph - Fix it Felix
Pop! Animation: Sailor Moon - Black Lady
Pop!: Harry Potter- Moaning Myrtle (translucent)
Pop! Animation: Dragon Ball Super- Dead Yamcha
Pop! Animation: Dragon Ball Z - Super Saiyan Broly
Pop! Star Wars: Clone Wars - Cad Bane
Target
Pop! WWE: WWE - Asuka
Skateboard Deck: Golden Girls
Vynl.: Masters of the Universe - Skeletor



Target

Pop! WWE: WWE - Asuka
Skateboard Deck: Golden Girls
Vynl.: Masters of the Universe - Skeletor + Faker
Toy Tokyo

Pop! Animation: Dragon Ball Z- Vegeta (Gold)
Pop! TV: The Green Hornet- The Green Hornet and Kato 2-pk
Pop! TV: Masters of the Universe - Ram Man
Pop! Animation: Heavy Metal - Taarna (Bloody)
Walgreens.com

Pop! Hanna-Barbera - Captain Caveman

Walmart

Pop! TV: Teen Titans Go! - Killer Moth
International Shared Exclusives
These 5 items will ALSO be at the ACGHK show in
Hong Kong on July 27-July 31.

Dorbz: Game of Thrones - Dragons 4-pk
Pop! Comics: Hellboy - Hellboy in suit
Pop! Disney: Incredibles 2 - Edna Jack-Jack
POP Heroes: DC - The Flash
POP TV: Green Hornet - The Green Horney and Kato 2-pk

Amazon

Pop! Disney: Incredibles 2 - Edna Jack-Jack
Pop! Marvel: Thor Ragnarok - Thor w/ Odin Force
Rock Candy Marvel: Jessica Jones - Jessica Jones
Pop! Star Wars: Solo - Imperial Patrol Trooper

Barnes and Noble

Dorbz: Game of Thrones - Dragon Dorbz 4pk
Pop! Animation: Looney Tunes - Pepé Le Pew
Pop! Marvel: Guardians of the Galaxy Vol. 2 - Kraglin
Pop! Harry Potter: Glow-In-The-Dark Nearly Headless Nick
Pop! TV: Stranger Things - Billy & Karen Wheeler 2pk
Pop! Marvel: Ant-Man Classic
Dorbz: Stranger Things - Steve w/ Bandana

BoxLunch

Pop! Disney: Kingdom Hearts - Organization 13 Mickey (Unhooded)
Pop! Rides: Bob's Burgers - Tina On Unicorn
Pop! TV: Game of Thrones - Olenna Tyrell
Vynl.: Hanna-Barbera - Muttley + Dastardly
POP Disney: Moana - Tamatoa (Neon)
VYNL: The Royal Tenenbaums - 2PK - Richie/Margot
POP Heroes: The Flash - Running Flash (clear)

BBC

Pop! TV: Doctor Who - Thirteenth Doctor

Entertainment Earth

Pop! Animation: Looney Tunes - Playboy Penguin
Pop! Comics: Hellboy in Suit

EYE

Pop! TV: Masters of the Universe - Stinkor
Pop! Disney: Doug - Skeeter Valentine
Dorbz: Nickelodeon - Ren and Stimpy 2-pk

Funko Shop

Pop! Directors: Taika Waititi
Pop! Ad Icons: Quaker Oats - Crunchberry Beast
Vynl.: Ad Icons - Yummy Mummy + Fruit Brute
Pop! Heroes: Justice League - The Flash 3-pk
Pop! Rides: Mad Max Fury Road - The Nux Car
Pop! Hanna Barbera - Banana Splits - Snorky
Pop! Hanna Barbera - Banana Splits - Bingo
Pop! Hanna Barbera - Banana Splits - Fleegle
Pop! Hanna Barbera - Banana Splits - Drooper
Dorbz AD Icon: Cap'n Crunch and Friends 4-pk
Pop! Funko: Spastik Plastik - Gill
Pop! Funko: Spastik Plastik - Sam
Vynl.: Hanna-Barbera - Quick Draw McGraw + Baba Looney
Pop! Movies - Scott Pilgrim - Matthew Patel
Demon Chick 2-pk
Pop! Disney: Hercules - Pain and Panic



- Some of the upcoming/trending Funko in Toys in America, many are buying these toys and selling them in Indonesia

Desired Brands

FUNKO

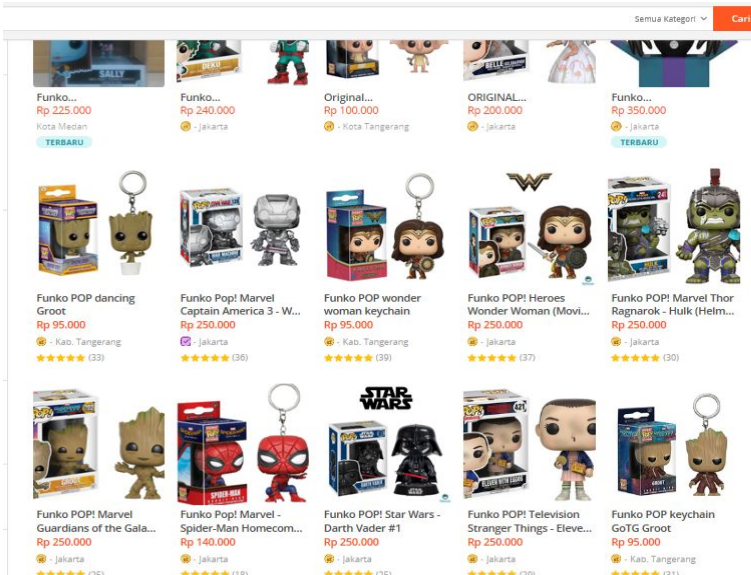
- Hasbro
- Marvel
- Mattel
- Disney

ACTION FIGURES

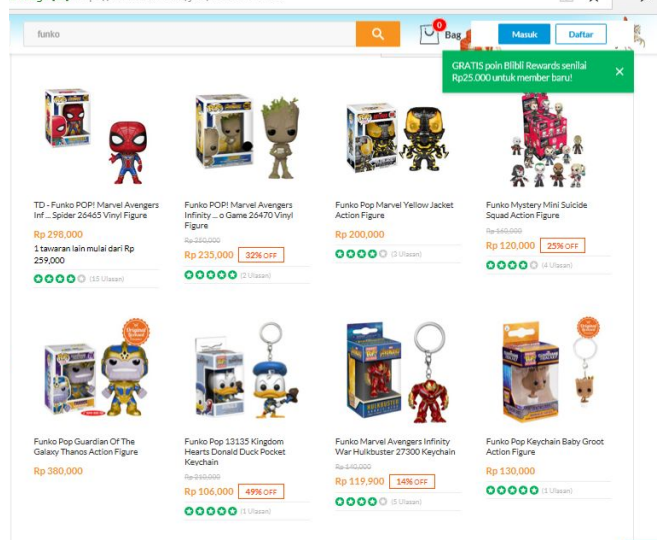
- Fortnite
- Power Rangers
- Bandai
- Corgi
- Hsanhe



tokopedia

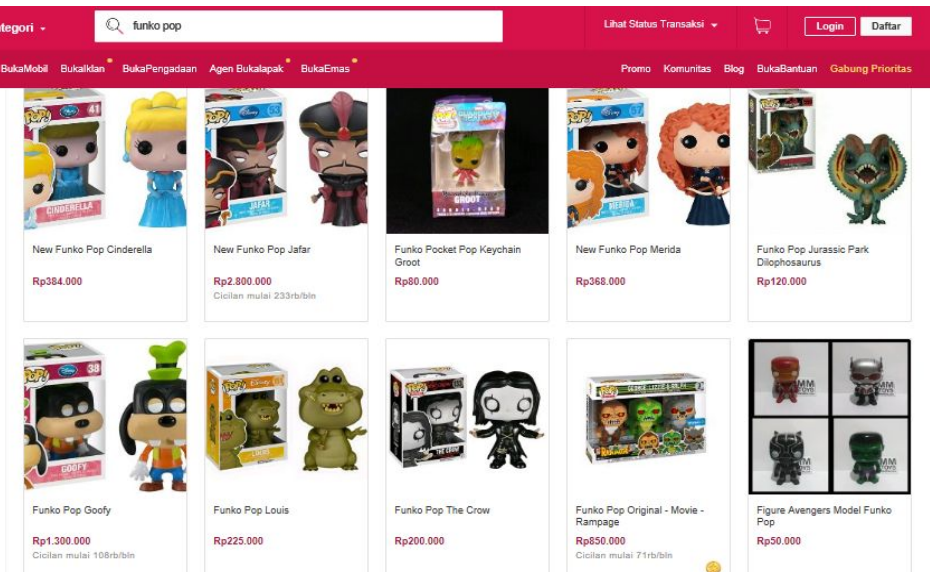


- More Variety newer Super Heroes/Figures
- Rp 200,000
- Lanyards, Keychains
 - 100 buyers and more per item sold, 50,000-150,000
- Lots of reviews and ratings
- Most community ppl go here
- **Toyspot**
- **Live4Toys**
- **Multitoys**
- **Charu Toys**
- **Funkaholic.id (Instagram)**



- Uses discounts
- 100,000-200,000
- More Variety Keychains
 - 130,000 (50 buyers roughly)
 - More lower income, not collectors
- **Toyspot**
- **Character Land**
- **Live4Toys**

Bukalapak



- More Variety of Disney characters/collectibles, newer
- 200,000-400,000
- Collectors
- Van Marvel
- DNG Toys
- Hsanhe



- KokoFunko
- Light-Ipeh
- Newly established seller

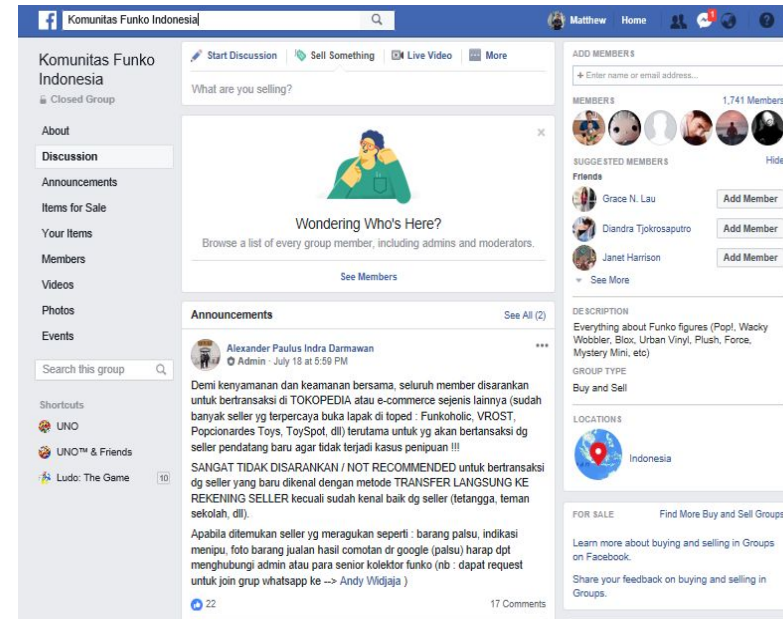
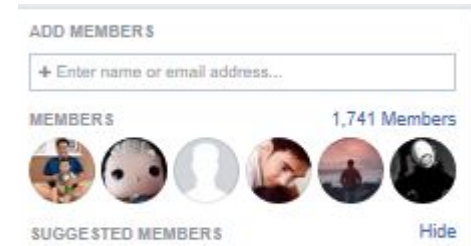
- Otomart
- Ragnafilia
- New seller



Tokopedia	Bibli
<ul style="list-style-type: none"> ● “Battle of the Toys event” per purchase <ul style="list-style-type: none"> ○ Every ticket you get 20% cashback for event September 2018 ○ Promo Code etc, a toy festival untuk diecast Cars and Funko untuk competition. ● Sponsorships through events <ul style="list-style-type: none"> ○ Feb 24-25 2018 Toy Events Festival and SACCA production working together ○ Introduce hobi/toys ○ Promote local sellers, create a toy community ○ Tokopedia teach local sellers how to start their own business/promote their business also ● Cashback Promo for Funko Set <ul style="list-style-type: none"> ○ 20%, 100,000 for Funko Pop Set (April 2-April 13 2018) <ul style="list-style-type: none"> ■ Promote Toy Spot, Victory Toys and live 4 toys ■ Untuk Avengers and Black Panther 	<ul style="list-style-type: none"> ● Diskon 20,000 per Funko <ul style="list-style-type: none"> ● Pakai Coupon2 per few months (untuk 2 hari, July 18-July 20) ● 10% off select items and toys <p style="text-align: center;">Bhinneka</p> <ul style="list-style-type: none"> ● Ramadhan Promo on Toys ● Promo “OTOFEST” for electronics buying and selling promo for a certain time online, 2016

Communities (Facebook)

- Cirebon Toys Community (FB)
- Star Wars ke Star Wars Toys Indonesia
- JADA Toys Indonesia
- Komunitas Funko Indonesia -> 1,700 orang
 - Members buy and sell Tokopedia usually
- Karawang Toys Community
- Cirebon Toys Community
- JADA Toys Indonesia
- Kampoeng Mainan
- [Kaskus](#)

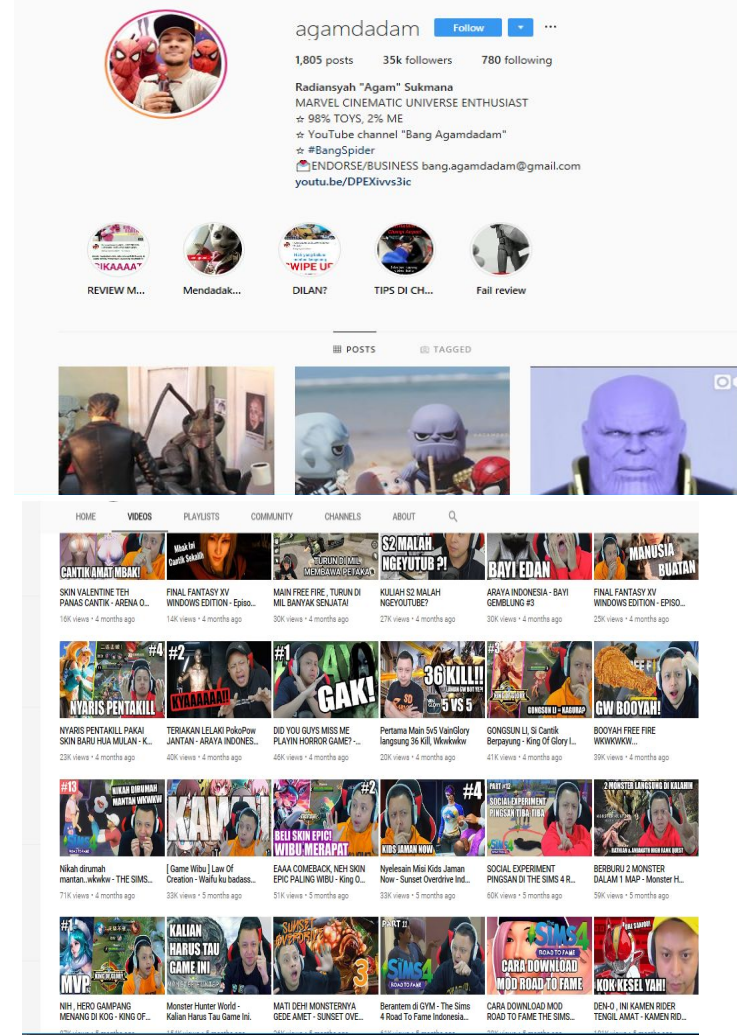


KOL

- + **Fortnite Players**
- + **Dominic Dimagmaliw**
(Instagram)
- + **Legosbydaurie**
(Instagram)

Agamdadam
(Instagram,
35k
followers)

PokoPow
(YouTuber,
694k
Subscribers)



Insight

- Buyers mostly enjoy electronics as well, 20-40 yrs old
- Looking for specific figures
- Collectors
 - First time collectors usually go onto Kaskus or Facebook to post what they are looking for, but they do not know where to get them
 - Experts usually post about finding a safe place to perform B&C selling
- On Facebook, many trying to re-sell funko from Tokopedia, etc
- Social Media savvy, often post in Facebook communities =
 - Niche Marketing, Focus strategy on one specific type of individual (specific towards 1 type of indiv)
 - Willing to spend anything below 200,000, but Lanyards/Keychain around 100,000-150,000 most popular

Competition	Barriers	Buyers Power	Sellers Power	Substitutes
Promotional Events/Sponsors Cheaper Prices	Suppliers loyalty / Access to suppliers to distribute	Buyers already feel more loyal to TokPed/Bukalapa Price sensitive to first time, not sensitive to others (if quality is good) Don't know Shopee on forums - lack of reviews Buy frequently	Suppliers get money quicker on other websites More connection to local sellers - more loyalty	Can substitute if the price is cheaper But a collectable can be hard to find Not a lot of differentiation

Communication Channels (Brainstorm)

- Facebook Community Leaders
 - Increase brand knowledge, face to face, publications
- Supplier Loyalty
 - Elevenia and other companies
 - Buy those from America - connect with someone going there to buy
- Promotional Events (additional support)
 - JIExpo, Funko events - word of mouth
- Collectors
 - Limited Collection grouping/deal
- First Timers
 - Cheaper prices and coupons
- KOL
- Social Media and emailing (surveying) past users to ask their wants/needs, improvements
- Television, ad for gaming

Market Penetration

Market Segment for Diecast/Funko

Segments	Collectors	First Timers	Resellers
Opportunity	When a rare/limited edition Funko shows up on Fab group	When a new Funko shows up on FB group that is trending	When there is a cheap deal for Funko
Benefit	<ul style="list-style-type: none"> - Personal satisfaction when showing off product - Very important benefit - Tokopedia has more variety/reliability 	<ul style="list-style-type: none"> - Discovering a new hobby, personal satisfaction - Semi-important benefit - Lacks cheaper goods and keychain variety - Add additional 	<ul style="list-style-type: none"> - Greater profit and recognition - Semi-important benefit - Tokopedia has more variety/reliability - Usually also suppliers, so get money slower
User Status	Primary/Heavy user <ul style="list-style-type: none"> - Rely on customer reviews and brand loyalty 	Potential/Occasional user <ul style="list-style-type: none"> - Smaller firms ok - Rely on Coupons/Prices/ WOM 	Potential/Occasional user <ul style="list-style-type: none"> - Rely on customer reviews, quality, money
Brand Loyalty	Highest loyalty <ul style="list-style-type: none"> - Always will recommend to others (KOL) 	Customers that rarely make a purchase <ul style="list-style-type: none"> - But also most rare as price is important 	Not loyal, but have bought in good revenue

Facebook Advertising

Increased Promotion
Collectors

- Message group admins
 - Get a sense of popular trends
 - Inform about Shopee's brand and strength of network
 - Gain loyalty
 - Collectors give reviews
 - Encourage them to join Shopee for benefits instead of just selling on Facebookstores
 - Community marketing towards the specific group
-

PR Events

Increased Promotion

First-Timers

Collectors

Resellers

- Toy Expos (JIExpo)
- Create programs to promote local suppliers
 - Increase loyalty to collectors
 - Educate first-timers, draw them in
- Educate how to set up suppliers on Shopee's network
 - Provide incentive on communities to learn about these events
 - Giveaway
 - Promote on Facebook, SocMed
 - KOL
- Promote suppliers and make names known
 - To market, market towards imagination and never ending childhood

KOL/Influencer Outreach

Increased Promotion

Collectors
First Timers
Resellers

- Reach out to post about Shopee onto social media accounts (Instagram/FB)
 - Gain extra publicity and promote brand name
 - When a new type of Funko comes out, they can utilize name to promote it so collectors can buy on Shopee
- Word of Mouth Marketing
- Set Up Shopee stands in malls to promote funk, play an online game or something
- Write about Funko in Shopee on magazines/media

Loyalty Program

Increased Promotion

First Timers

Resellers

- Coupons to promote newer Funko stock on Shopee
 - Incentives buyers to go to Shopee for better deals, if theres a promo
 - Packet for 100,000 (for ex)
 - Appeals to more of the middle income loyal members, draws in first time
 - If they have bought a lot fro Shopee, reward them with a loyalty or discount from next purchase
 - Buy more discounts/coupons to get more interested customers
-

Forums

More Distribution Channels
Collectors

- Gain ideas on how individuals would like to access funkō and what kind of toys they are interested in
 - Get a picture of the kind of target market specifically, brand, age, customer segmentation for data collecting
 - Also helps ask around what SEO keywords would help with the search
-

Marketing Email/ Telemarketing

Market Development

Collectors
First Timers

- Gain a general information on demographic/purchasing power on collectors/resellers/first time
 - Send different emails catered to different groups
 - Telemarketing can allow Shopee to contact people who bought the product, group them and further understand customers - get Data
- Market towards stores that are not online that want to go online (instagram, actual stores)
- Creating mailing list for Funko individuals showing upcoming toys

Feedback Surveys

Product Improvements

First Timers

Collectors

Resellers

- Ask people through email/telemarketing their advice on how to make product better
 - How to improve Shopee's systems, provide insight on how to change profit and change packaging, etc
 - If you refer Shopee to someone else using a referral code, you get a discount (helps spread the word, increase growth)
-



Diecast Market Research

Trends

- Hot Wheels
- Japanese and Italian Cars
 - Fast and Furious
 - Honda, Ferraris

Brands

- Hot Wheels
- Matchbox
- Tomica
- Kyosho
- First Gear
- Bauer
- Takara Tomy



tokopedia

- Remote Controlled Sport Cars
 - 700 sold
 - Wall Climbing Car
 - 1,300 sold 165,000
 - Japanese Car
 - Over 100 units sold
 - 150,000
 - Vovo Toys
 - Pojok Diecast, Aneka Mainan Online (remote cars)
 - Cherish Online (wall car)
-



- Italian, older style cars
 - 50,000-100,000
- Emandem Shop
- DiecastIndonesia.co.id
- Garasi_164

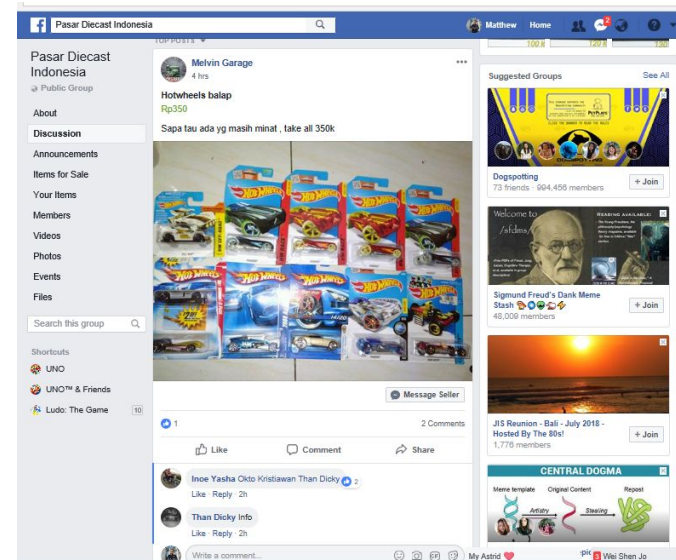
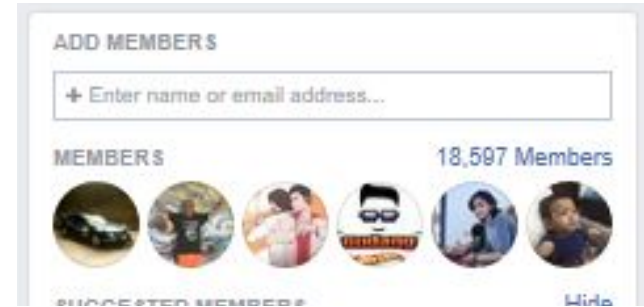
OTHER SELLERS

- [D'ndra Toys](#)
 - [Tomica Line](#)
 - [Cherie Toys](#)
 - [Vespa Antik](#)
 - [Asian Shop](#)
-

Communities (Facebook)

- Semarang Toys Community (Facebook)
- Pontianak Toys Community (FB)
- Bandung Diecast Community (Website)
- Indonesia Diecast Community (FB)
- [Kaskus](#)
- Diecast Expo 2017
- Pasar Diecast Indonesia (18,000 members) (FB)
- Diecast Wishlist (FB)
- Indonesia Matchbox Diecast Community (FB)
- MajalahDiecastIndonesia (Instagram)

*People are more frequent Diecast poster, sellers more frequent on page compared to other



KOL

- + Mr.duke_garage (Instagram)
- + [Hendra Budiarto](#) (Blogger)
- + Hwarang2003 (Kaskus)\
- + [Mak Iyen](#) (Blogger)

*not as many KOL as Funko



Insight

- More buying and selling happening on Facebook and SocialMedia
- Less collectors, more first time and re-sell buyers
 - Mostly buy on SocMed
- Social Media savvy, often post in Facebook communities =
 - More ages collect it, from young to old
 - Money speaks more unless the car is fancier ott more expensive looking
- Not as many key influencers
- Brand does not matter as much
- Searching for specific, only rare cars, japanese or italian

Facebook Advertising

Increased Promotion
Collectors

- Utilize network to market specific products
-