



prepared by:

Lew Ying Jie
A21BS0046

Ooi Wei Tat
A21BS0125

Pua Zi Qi
A21BS0128

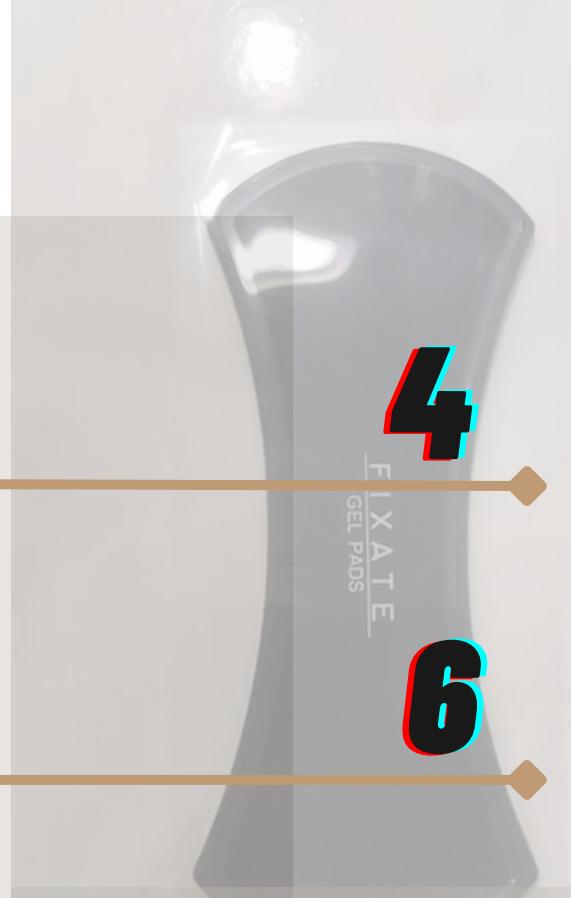
Nurfariah Nayli Binti Mohd Naim
A21BS0106

Nur Ilani Izyan Binti Zulhazmi
A21BS0093

NANO
RUBBER
PAD

CONTENTS

External Analysis



4

Customer Analysis



6

Competitor Analysis



7

Targeting, Objectives and Positioning



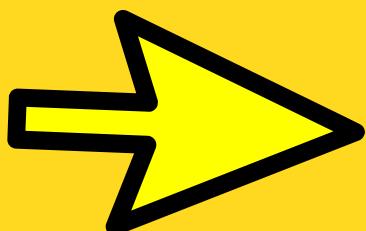
8

Final Marketing Program

13



Company Background

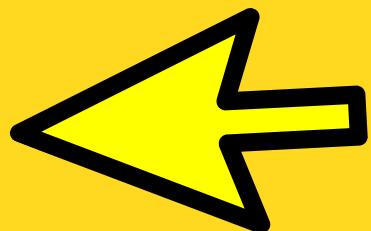


Ninso Global Sdn Bhd mission is to provide everything that consumers are looking for, at the most valuable price, with the most excellent service, while vision is to be the best. Ninso Global Sdn Bhd strategy is to sell products cheap so that all the customers can afford to buy with no vacillation.

Ninso

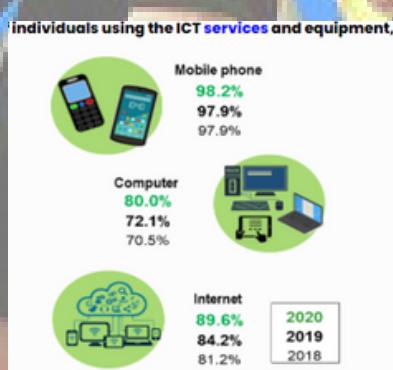
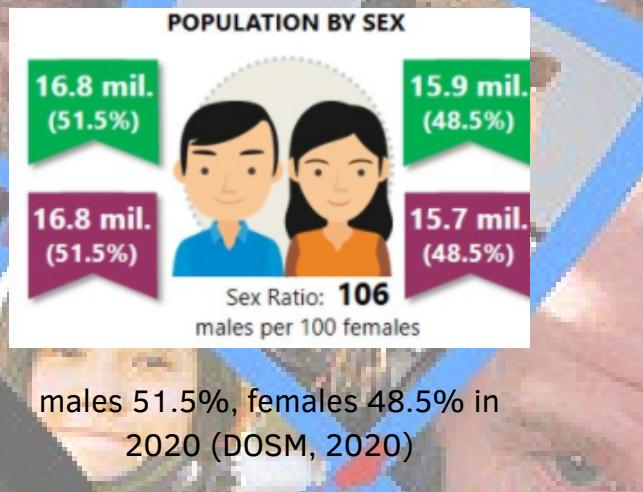
Ninso Global Sdn Bhd is one of the retail brands under the TCT Trading Sdn Bhd. It operates in Miscellaneous Durable Goods Merchant Wholesalers industry. Ninso Global Sdn Bhd was established on 05 February 2008. It has almost 48 outlets in Malaysia and offers over 8,000 products. In addition, each Ninso outlet offers various types of household items, such as wallpaper, decorative items and so on, including food and beverages at cheap prices, most of which are worth only RM2.10. Ninso aims to deliver affordable, value and quality on many types of products so that all the customers can spend less and enjoy while shopping at Ninso.

Mission & Vision



EXTERNAL INDUSTRY

Demographic



Mobile phone user increased 0.3% from 97.9% in 2019 to 98.2% in 2020 (DOSM,2020)

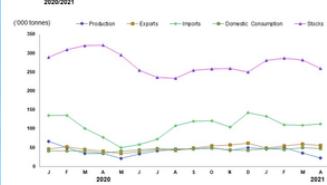
Economic

Table 1 presents the principal statistics of rubber for April 2021 while Chart 1 shows the monthly time series from April 2020 to April 2021.

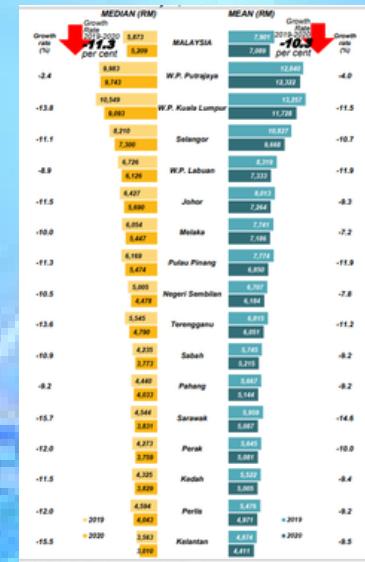
Table 1: Principal statistics of rubber, April 2021

Principal Statistics	April 2020	March 2021	April 2021	Change month-on-month April 2021 (March 2021) %	Change year-on-year April 2021 (April 2020) %
Production (tonnes)	34,616	36,008	23,013	-36.2	-33.5
Exports (tonnes)	40,596	58,852	55,698	-5.4	37.2
Imports (tonnes)	76,383	108,661	112,498	3.6	47.3
Domestic consumption (tonnes)	35,922	49,742	47,096	-5.3	31.1
Opening stocks (tonnes)	321,413	281,729	259,355	-7.9	-19.3
Number of paid workers (000)	10,190	8,843	8,830	-0.1	-13.3
Salaries & wages (RM'000)	13,927	13,474	12,404	-7.9	-10.9

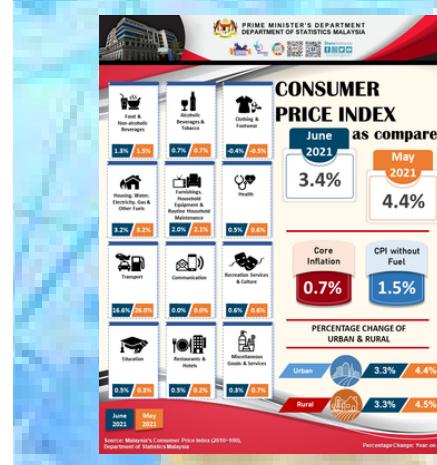
Chart 1: Monthly production, exports, imports, domestic consumption and stocks of natural rubber 2020/2021



Production year-on-year of rubber declined 33.5% in April 2021 to 23,013 tonnes as compared to 34,616 tonnes in April 2020 (DOSM 2020)



Gross monthly household income declined 10.3% to RM 7089 in 2020 compared to 2019 which was RM 7901 (DOSM 2020)



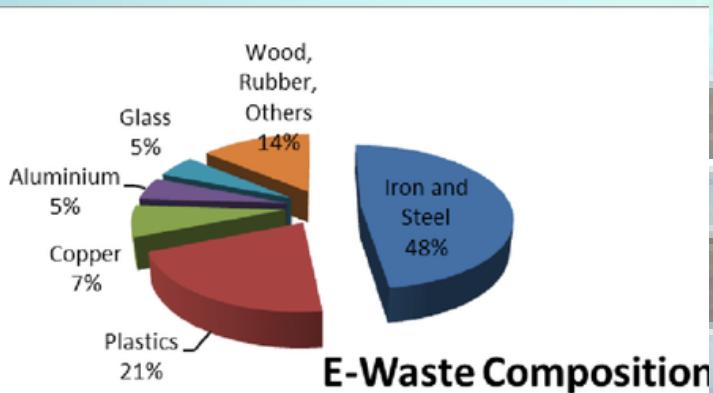
Consumer price index increased 3.4% in june 2021 to 123.2 as against 119.1 in the same month of the preceding year (DOSM 2021)

Natural

With increased demand, natural sources of rubber quickly came under pressure so Nano Rubber Pad use rubber eco-friendly. To avoid shortage of stock, product will recycle e-waste product.

Technological

Use rubber biodegradable. It will decompose into essential elements, primarily through weathering, without causing environmental damage. We can change the shape and make diversity of colour of Nano Rubber Pad



Political

Government Policies

A purchasing policy is a collection of rules that control the requisition process. Purchasing policies help procurement administrators implement their procurement strategy by creating a policy structure that is aligned with the organization's strategic purchasing requirements.

Legal Framework

Our company will not produce any nano rubber pad that do not meet legal standards.

Cultural

Pandemic Covid-19

Led to the trend of panic buying. We will create a digital storage of our product is enough.

Technology evolution

Led to the a trend toward online shopping. We will create a platform and put the product into lazada, shopee and more.



Packaging

Customer nowadays are more focus on packaging. We will add some design and pattern to our packaging such as minion, superman and more.



CUSTOMER ANALYSIS

Customer Segment	Needs	Size	Expected Growth	Price Sensitivity	Overall Attractiveness
Innovative Solutions	Help differentiate my product through exclusive customised solution	✓	✓✓	✓✓✓	✓✓
Proven Solutions	Create specific end-product result with Off-the-shelf formulation	✓✓	✓	✓✓	✓
Cost-Effective Solutions	Reduce total manufacturing costs	✓✓✓	✓✓✓	✓✓	✓✓✓
Price Seeker	Reliable quality and delivery at lowest price	✓✓✓	✓	✓	✓

Nano rubber pad keeps consumer organized and gives them hands a break. It can do a lot for consumer phone's safety and cleanliness and even more for consumers comfort and productivity. The characteristics of customer seeking before buy a product is one of the primary reasons consumers choose is quality, function-well, and safety. Nano rubber pad come in two useful shapes with 4mm thickness and super-stickiness, designed to provide a safe holding solution to easily stick anything to anywhere you've never imagined before. Our nano rubber pad packaging material is plastic. There is a free gift (small cloth) in the package that can use after washing nano rubber pad with water.

Customer buying process is important to make a decision want to purchase or not. For example, a consumer buying a Nano Rubber Pad may decide to test use a model several times, compare and contrast different brands, read reviews, and conduct thorough research before making a purchase, or deciding to look at an alternative. The most important typical buying process is problem recognition because customer buy products to solve their problem. Next, consider alternatives when customers is making a buying decision, they will looking for the best product and affordable price. How we involved in their problem solving process is listen to the customer and show genuine empathy then try to access the situation know what customer's needs and preferences and we will deliver the solutions.

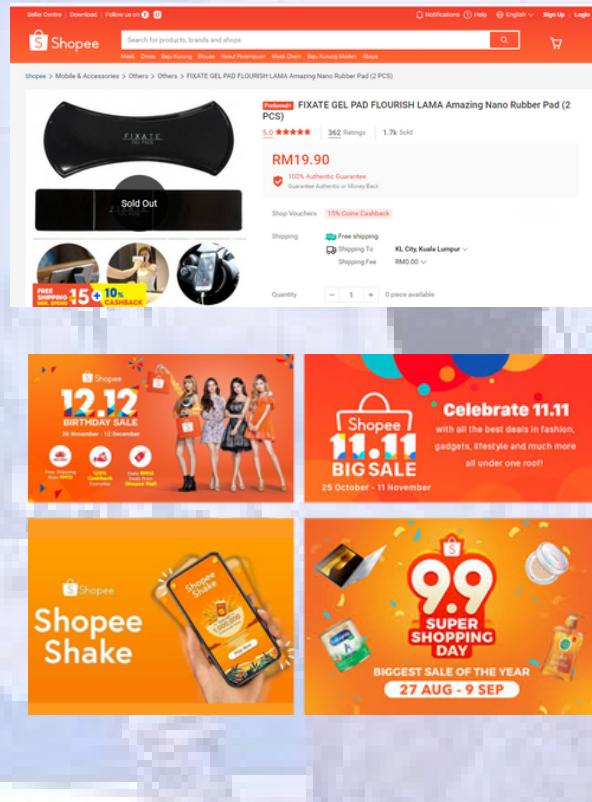
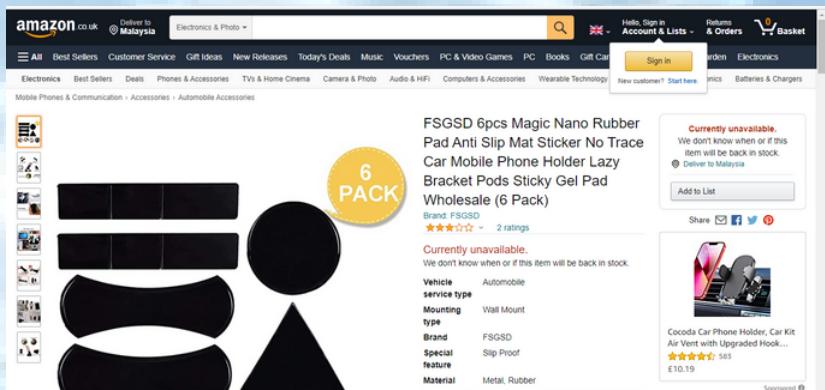


The characteristics of wholesaler is they buys goods from the producer in bulk quantities because they get the discounts for volume buying and forwards them in small quantities to retailers also wholesaler usually deals in a few type of products

COMPETITOR ANALYSIS



Amazon is an American company which focus to e-commerce. Amazon is one online shopping that sell the original brand items such as chelsea merchandise and more. Because of the competitor, Amazon does not share their sales to public. The benefit of using Amazon are they provide the membership/student price. Amazon's merchant partnership are Toy 'R' Us, Apple and more.



Shopee is one of the most popular shopping app that have a big influence to customer. Shopee's market share by January 2022 was entered Argentina. The sales of Shopee increases 101% compare to 2020. Shopee use brand ambassadors such as Blackpink (kpop idol) and Christiano Ronaldo. People often use Shopee because they provide a free shipping vouchers and can claim coin rewards. Shopee also provide the level of satisfaction of the product.

MARKET SEGMENT



Market segmentation is the process of splitting buyers into distinct, measurable groups that share similar wants and needs. Once different segments are identified, marketers determine which target segments to focus on to support corporate strategy and growth.



We Are Targeting

1. Driver



The driver can paste on the steering wheel of the car. This makes it easy for drivers to use the GPS or Waze app while driving.

Nowadays, many influencers need a phone stand to catch items or products for review and post it in social media. By using nano rubber pad, it is more easier to carry and store compared to the big phone stand.

2. Influencer





Marketing Objective

Our goal is to bring nano rubber pad into everyone's life

Creation of Demand

Our marketing plan revolves around create demand through various means. Advertising and endorsements are our shortcuts to promoting our products

Customer Satisfaction

We believe that selling the goods is not that important as the satisfaction of the customers' needs. Real understanding of customer needs, only continuous improvement

Market Share

The goal of every business is to increase its market share, and we are no exception. We hope to monopolize the marketing right of nano rubber pad as soon as possible, aiming to be the only one.

This marketing objective is the purpose of all our marketing plans and the driving force for our growth



Value Proposition

Problem solution

When we start a business, we need learn and keep practice from our mistake and the problem that happen in our business. This is because a wealth experience and practical problem solution skills requires a lot of failure. Here are some situation that we have facing in our business. The first situation that we facing are the complain over the weak customer service. For this situation, we will invest more time and effort to make our team become more professional, especially in soft skills, through ongoing training and development program to ensure that our worker are empathetic to customer need. The second situation that have happen in our business are customer cannot get a live human being. The solution that we have taken are provide our customer with an estimated time line to reply, to keep customer informed. It will assure them we are looking and their issue and they also will get a quick solution from our worker. In sum, we need to learn and try to solve the problem happen in our business because customer nowadays are more focus about the problem solution.



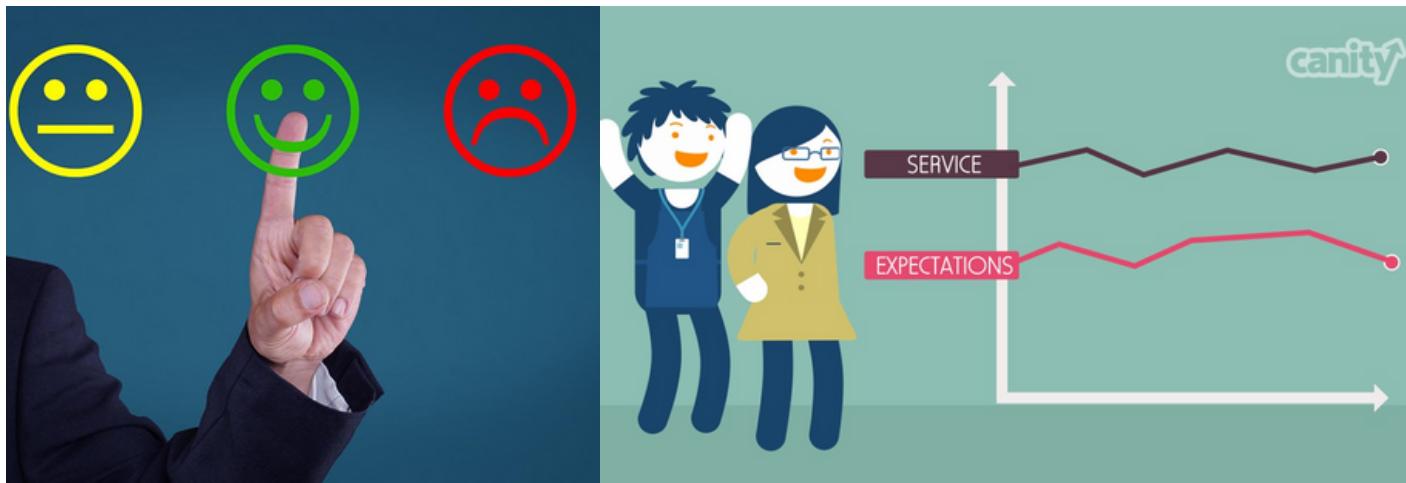
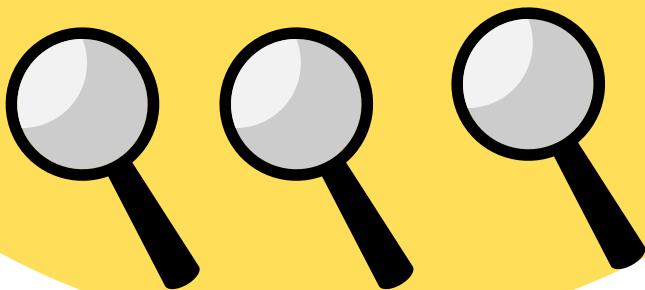
Value Proposition



Value delivering

Nowadays, building and creating customer value are very important and essential especially in a new organization. In this volatile market business are being measured by the value that they have create for their customer. Therefore, our company will more focus on value delivering to our customer with our product. The value that we have delivering to our customer are quality of customer service. We will always greet our customer with a smile and always be courteous and respectful. Besides, we also need to be proactive by paying attention to our customer's needs and offering recommendation before they ask. The second value that we have delivering to our customer are empathize with customer. We need to take ownership with customer's questions, especially if it is a complaint. We also need to provide one-to-one relationship to our customer so they have a point of contact to capture the value from customer in return. In conclusion, delivering customer value is the responsibility of a company. As the effort to create product for sale, the customer value must be implemented in the business activites.

Value Proposition



Customer expectation

In this volatile market, the business that success are those that able to meet customer's need, satisfaction and their expectation. As we want to start a business, we need to understand our customer's need and in order to meet their need and expectation. We already do the survey for the topic of customer expectation about our nano rubber pad. The first expectation from our customer are quality of product. For this expectation, we will doing sampling check to ensure that our product are quality. Besides, our nano rubber pad has a large surface area that is extremely strong durable, malleable and high temperature resistance. The second expectation from the customer are the usability of the product. To meet this customer expectation, we will doing feed forward control to ensure that the regulation of inputs meet the standard that have agree by the company. Our nano rubber pad can fix anything. Therefore, customer can fixed their phone on the fridge while they are driving. In sum, customer value and expectation must be implemented in business activities.

FINAL MARKETING PROGRAM



1. Marketing Management Orientation

Societal concept

Our marketing management orientations are societal concept. This is because we need to focus on the satisfaction of the customer but also the society will accept it or not. A green product can sustain produce and it will minimize environmental effects during its whole life-cycle and even after it's not useful.

Green products are usually identified by having two basic goals, which are reducing waste and maximizing resource efficiency. We believe that everyone should be responsible Earth citizens. As such all our nano rubber pad are completely recyclable. Our nano rubber pad material are non-toxic and reusable made of eco-friendly, strong and durable nano rubber, it's free-toxic, harmless for consumer's hand skin and body. Our nano rubber pad can be repeated washing, so consumers can use our nano rubber pad for many times.

2. Building Customer Relationship

BASIC RELATIONSHIP

Customer relationship marketing is a subset of customer relationship management that prioritizes customer loyalty and long-term client involvement over short-term objectives such as customer acquisition and individual sales. The purpose of relationship marketing also known as customer relationship marketing is to establish deep, even emotional, customer bonds with a brand, which can lead to repeat business, free word-of-mouth advertising, and customer information that can produce leads. Our product will give the customers a partner card and offer them discount if they have a card. Also, we will create a customer loyalty programmed that rewards them for their continuing support. Then, asking for and listening to customer requests and feedback is always our priority as a sign we appreciate them.



3. Partners



Partner relationship means working closely with partner in other company department and outside the company to jointly bring greater values to the customers.

MARKETING PARTNER OUTSIDE THE FIRMS

- Many companies today are strengthening their connection all along the supply chains.
- Supply chains is a channel from raw material to final product and the company involved can be the partner through supply chains management.
- We will create a digital supply chain deployment which is supported by the end-to-end electronic connective of all aspects of the supply chain.
- Besides, process management, material flow, supply and demand planning, resource planning, inventory levels, cash flow, and strategy can all be managed dynamically in a digital world with real time, global and holistic information ready at hand.

4. New Marketing Landscape

DIGITAL AGE

- To engage customers anytime and anyplace, online marketing is the fastest growing form of our product.
- Using websites, apps, social media and videos.
- Our product has been released in large quantity; many sellers are taking our product for them to resell at new prices.
- For example: Ninso has bought our product and sell in their store and their websites.
- Some seller use Shopee, Lazada and Carousell to sell our product, this proves that our product is a competitor to other car phone holders.





Product Strategy

Nano rubber pad is a kind of convenience products. This is because it can help people to release their hands to do other things. For instance, when the people are driving and cannot release their hands to hold the phone for looking at the navigation. In this situation, our customer can use our nano rubber pad to fix their phone or GPS for car viewing. Our nano rubber pad come in two useful shapes with 4mm thickness and super-stickiness, designed to provide a safe holding solution to stick anything easily to anywhere you've never imagined before. Our nano rubber pad packaging material is plastic. There is a gift (small cloth) in the package that can use after washing nano rubber pad with water. Nano rubber pad has extremely strong, malleable, durable and high temperature resistant compared to the mobile phone ring bracket, which is small, low durability and rust easily (metal material). Apart from this, nano rubber pad is more cheaper and useful than the mobile phone ring bracket. Nano rubber pad's target audience is potential customers who are looking for high quality, cheap and usability mobile phone holder.



Pricing Strategy

Ninso is a pure competition which are many sellers offer the identical products in the market. Among Ninso's competitor such as MR. DIY, Daiso and One Stop Superstore, all firms are offering various types of household items. Ninso still decide to maintain a competitive pricing policy and change the price from RM 2.10 to RM2.50 for earning a net profit. Even though Ninso changes the price from RM2.10 to RM2.50, but still has a better affordable and lower price on all items compared to Daiso, which is all the products cost RM 5.90. Apart from this, Ninso also decide to use a bundle pricing for few products such as 1 package has 2 nano rubber pad with the price RM 4.50 for improving the sales of its products and reducing the cost of goods sold (such as packaging), thereby increasing the profit margins.

Place Strategy

Ninso basically sells its products through physical store and e-commerce (Shopee and eShop). Ninso has almost 38 physical store in West Malaysia and 10 physical store in Sarawak and Sabah. During the pandemic Covid-19, even though most of the people has using Ninso e-commerce to buy the household items, but Ninso also received many complaints about the preparing shipment is quite long. In order to solve this problem, Ninso decide to use online-to-offline (O2O) commerce, which is a business strategy that turns ecommerce visitors to physical store for purchasing household items. Ninso will offer in-store pick up of products purchased online. The customers just need to do online purchasing and then Ninso will give you a password and the customers can immediately pick up of their products purchased online from the nearby branch store password locker.

PROMOTION MIX

1. Advertising



Advertising is a means of communication with the users of a product or service. Our type of advertising will be video advertising through YouTube. The purpose of using this advertising method is not only to save our cost, but also to effectively promote our products and spread our popularity in a butterfly effect.



The message strategy which is general message that will be communicated to consumers about the function of our product via the slice of life, lifestyle of customer and the fantasy of our product.

Advertising strategy can be defined as a step by step plan to reach the customers and to convince them to buy our products. We hope that our advertising strategy can gain the attention of customer and communicate well with them.

2. Sales Promotion

Giving away presents in the form of little useful products with a permanent promotional message imprinted on them for the target demographic is referred to as specialty advertising. The benefits of specialty advertising include the ability to create a long-term relationship with customers through consumer loyalty. Giving consumers a notepad, mug, or pen makes them feel good and makes it simpler for them to connect with the brand.

A sweepstake is a contest in which a prize or awards are given to the winner or winners. This type of marketing is used to reward loyal customers and raise attention to a product. By definition, rather than competence, pure random chance determines the winner.

Patronage benefits are intended to keep customers engaged and connected with our business, as well as encourage repeat purchases. These patronage benefits also aid in the development of brand loyalty. Companies strategize these points, discounts, freebies, and other incentives as a loyalty programme. Such loyalty programmes aid in the development of stronger consumer relationships and the promotion of brand loyalty. Patronage benefits give clients a sense of belonging and make them feel connected to the product and service even if they aren't utilising it.

ODM GROUP | 3106



3. Public Relation

PUBLIC RELATIONS



Public relations is a strategic communication that build beneficial relationship between the company and their public. A business will provide the information to the audience by using different platform such as journal, event radio, social media and others. Our company will divide the public relation into three part which were public affairs, product publicity and press relation.

Public affairs

- our company will involve in the public service activities especially for the environmental protection activities. We also will create the activities of environmental protection and promote the facts through the TV, poster and internet. This is because environmental issues are of paramount concern and it also can attract the public attention. Our company promote the activities through internet because internet platform will helps us to reduce the time and cost.



Product publicity

- our company will create different promotional activities for our product such as competition, coupons and sweepstakes. The promotional activity that already held by our company are give the 10% discount coupons on Instagram to the customer who are following our official web pages on Instagram. This is because nowadays many people using Instagram to find the product. The follower on official pages in IG also represent recognition from public.

Press relation

- our company will create a social media platform such as Facebook and Twitter to our company information and our product. This is because customer can get a quick solution from our official pages. Besides, we also will provide an estimated time line to reply and keep customer informed.

4. Personal Selling

Joining the event that related to the nano rubber pad. For example, new car event or mobile phone event. Demonstrate the customer or public how to use Nano rubber pad in many ways. Join the event at all around the country, especially the populated areas that are B40 and M40 who more choose the cheap goods.

By doing the event all around the country, it can prevent under/over serving; motivate and boost the morale for salesperson.

Other than that, by doing territorial structure it can increases the opportunity job in many department such as marketing and promo

TERRITORIAL SALES FORCE STRUCTURE



5. Direct Marketing

1. Social Media Marketing

Social media has become the most influential part of the digital era is incontestable. This is because nowadays everyone has used social media to do e-commerce and the people can easily find the information of product that they want to buy. In order to keep up with the time, Ninso can set a Facebook and Instagram account to launch the new product and new packaging of nano rubber pad. This is because Facebook has almost 2.74 billion active users, while Instagram has almost 1.221 billion active users. This method will be easy to publicize the company and solidify the brand.

2. Email Marketing

In order to build loyalty, trust and brand awareness, email marketing is an indispensable part of the company's promotion strategy. For instance, Ninso can send e-newsletters to existing customers and potential customers that have already registered Ninso app. This is because e-newsletters can encourage customer loyalty and persuade current customers to purchase a new product.



3. Catalog Marketing

Catalog marketing also is an efficient part of the company's promotion strategy. For instance, Ninso can present online catalog to let customers check the description of the product along with price and the customers can directly order the product from the catalog website. In addition, online catalog is also cheaper than other promotion strategy and it will decrease the promotion expenses.

scan me for the survey



SCAN ME

scan me for the pecha kucha presentation



REFERENCES

- FIXATE GEL PAD FLOURISH LAMA Amazing Nano Rubber Pad (2 PCS) | Shopee Malaysia
- FSGSD 6pcs Magic Nano Rubber Pad Anti Slip Mat Sticker No Trace Car Mobile Phone Holder Lazy Bracket Pods Sticky Gel Pad Wholesale (6 Pack) : Amazon.co.uk: Electronics & Photo
- Purata pendapatan isi rumah di Malaysia merosot (bharian.com.my)
- https://www.dosm.gov.my/v1/uploads/files/5_Gallery/2_Media/4_Stats%40media/4-Press_Statement/2021/4B_Kenyataan_Media_Perangkaan_Getah_Bulanan_Malaysia_April_2021_15062021_v10.pdf
- KENYATAAN MEDIA CPI JUN-COMBINE.pdf (dosm.gov.my)
- 5 stages of consumer behaviour. https://clootrack.com/knowledge_base/stages-of-consumer-buying-behavior/
- Customer analysis-7 steps to customer understanding. <https://www.userlike.com/en/blog/customer-analysis>
- Ninso Global Sdn Bhd Company Profile - Malaysia | Financials & Key Executives | EMIS https://www.emis.com/php/company-profile/MY/Ninso_Global_Sdn_Bhd_en_4240318.html
- The 15 Biggest Social Media Sites and Apps [2022] - Dreamgrow <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>
- Business Community Page | Eco Business Park 2 - Ninso <https://ebp3bizcommunity.ecoworld.my/gettenantinfo.php?identenant=101>
- <https://ivypanda.com/essays/customer-value-critical-writing/>
- <https://www.ukessays.com/essays/marketing/case-study-delivering-customer-value-marketing-essay.php>

