



**UHMT1012-30 GRADUATE SUCCESS
ATTRIBUTES**

FINAL PROJECT (Marketing Strategy)

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Introduction about our application



This is our app logo and we use a man sitting on a wheelchair as a symbolic icon of disabled people. We choose “I-AM-ABLE” as our application’s name as we deeply understand that it is a catchphrase of many disabled people in their heart. So, we provide a platform for our user to able to live a normal life just like normal people without being discriminated or look down by people, and hence realise their dream to become “I am able to...”. Noted that our motto, “Anytime Anywhere Anyplace Anyway” is also shown at the bottom of our logo and it literally means that our users can use it everywhere, every time without any restriction.

Marketing Strategy

“I-AM-ABLE” app is a mobile application specifically designed for disabled people and it is totally free to use, no hidden charges will be imposed on the user. It covers 5 main functions, that are “Able Job”, “Able Parking”, “Able Pay”, “Able Allowance” and “Able Transport”. Since we want our product to be commonly used by disabled people in Malaysia, hence we have a planned marketing strategy with 5 steps to market our application and we are willing to see the rise of popularity and usage of this application among disabled people.

(1) Having meeting with Information and Communication Technology (CICT)

First of all, after we have successfully invented “I-AM-ABLE” application, we will write a formal letter to CICT, and bring our application to have some meeting with them. During the first meeting, we will explain our mission and vision of developing this application, concept and functionalities of our application as well. A demo for full procedure of how to run the application for them is held also and we would like to get some comments from them to be improved. We would like to get technical support as we know that CICT has a better way to maintain the application system compare to us.

(2) Persuade CICT as our backing partner

When both parties satisfy with our product, we will begin our negotiation about the division of commission once we obtain profit from our application. There are several ways for us to earn profit, for example, we can earn advertising fees from the company that offers job, offers transportation packages and offers allowances. We will try to persuade CICT to become our backing partner as hard as we could, as we know that our product will become more reliable once we get support and verification from our university. This will make our marketing strategy even smoother in the future. At the same time, CICT will gain some fame from it and the popularity of the School of Computing, as well as UTM, will be increased also.

(3) Get support from Department of Social Welfare Malaysia

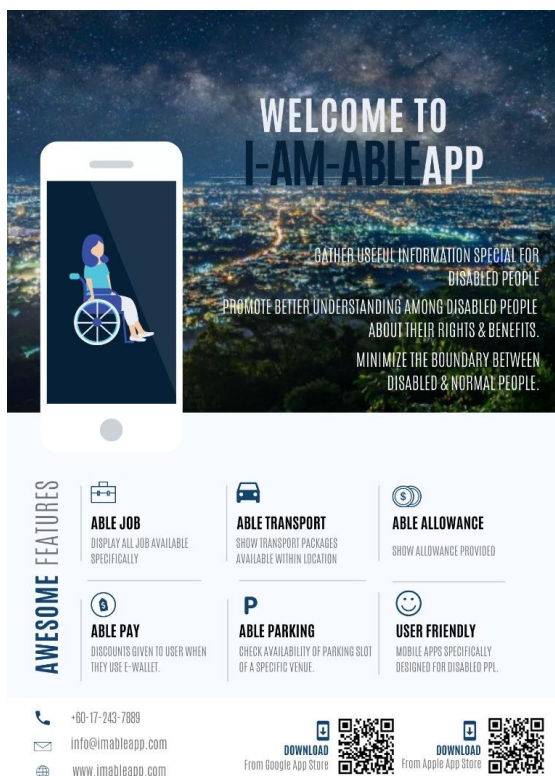
When a contract is signed between us and CICT, we will move on to a tougher step, that is finding support from the Department of Social Welfare Malaysia. We will meet the person-in-charge of the department first to schedule a meeting with the minister first. Once the meeting is approved, a representative from CICT and we will bring our product and introduce our product throughout so ensure they understand what is our application about. Since we get the support from UTM and CICT, it becomes a proof that our product is safe to use and highly reliable and it will let the minister feel confident about our application. At the same time, we persuade the minister to let us import the data from their database as we need the disabled card registration number to verify the user is a disabled people or not. We request the department to promote our application as well once it is ready to launch in the future. In return of giving support to us, any policy regards to disabled people can be promoted through our application. The employment rate of our country will be increased as well and it contributes to the economic growth in a further perspective. We will promise that we will never abuse the data from the database as it is an immature action.

(4) Get support from Malaysian Infrastructure Limited (MIL)

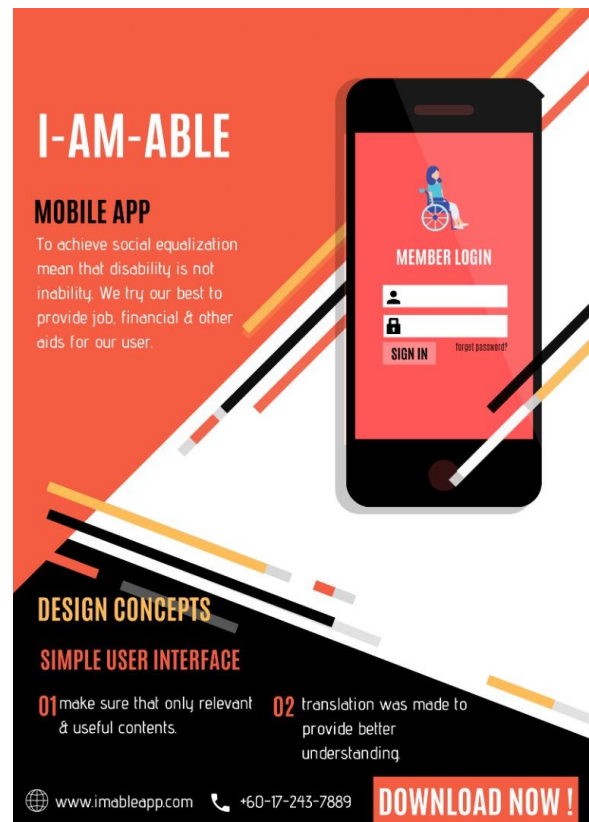
Once we obtain the full support from the Department of Social Welfare Malaysia, we will move on to persuade MIL to support our application. It is a government-owned company that is established under the Minister of Finance (Incorporation) Act 1957. The main reason why we find MIL is because it has the potential to provide us with financial support and as a good platform to promote our application in the future. Once an agreement is made, we will sign another agreement with MIL at which we will divide a portion of profit to MIL and MIL is able to get fame from it.

(5) Promote our application

If MIL is willing to give financial support to us, then our product is ready to launch officially in Malaysia. It will then be able to download from the Apple App Store and Google Play Store for free. Since the Department of Social Welfare Malaysia and MIL is ready to promote our application, hence we hope that our application can gain popularity among disabled people very soon. We have designed a poster and flyer as well and we will paste our poster in the public and giving flyer to the pedestrian. The design of our poster and flyer can be viewed below:



Flyer



Poster

That's all for the marketing strategy that we planned. We hope that our application is useful and accepted by disabled people, as we invent this application not for glory and money, but as a systematic way to voice up their right to live a good life and stop them from being discriminated by other people.

Reference

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