

MINUTE MEETING 1 (GROUP 16)

Attendees

1. MEGAT IRFAN ZACKRY BIN ISMAIL (A20EC0205) - **LEADER**
2. MUHAMMAD AMIRUDDIN BIN ZULKIFLI (A20EC0208)
3. AMIR FIRDAUS BIN ROSMAN (A20EC0180)
4. ANIS SYAZWANI BINTI MD. AINI (B20EC0008)

Metting Description: Product marketing plan

Date of Meeting: 6/12/20 (Sunday)

Time: 9.00 am to 10.00 am

Location: Webex Meeting

Link of Minute Meeting 1 video: i. [minute meeting 1](#) (Google Drive)

ii. [GROUP 16 1ST MEETING | | MARKETING PLAN](#) (YouTube)

Meeting Agenda:

1. Describing and defining the problem that we will solve for the consumers and the target markets for the product.
2. Constructing the marketing and sales plan that includes how the company will plan on selling to those target markets and our pricing plan.

Agenda Details

TOPIC	DISCUSSION
Defining problems	• It is hard to carry all of the ID and information cards everywhere. • Some people tend to lose it somewhere
Target Marketing	• Who?: Foreigner, overseas students and travellers • What?: A Digital that will restore all the necessary information of a student • Why?: to Ensure the safety and also to organize all of the important documents and store it in a single place to make target markets' life easier. • How?: Promotions and surveys. Create an application to monitor the files
Pricing	• Prices need to match up with consumer demand and expectations. • Use "Cost-Plus Pricing" method since it is easier to justify
Promotion	• Short-term incentives to encourage the purchase of the product • Example: 1. Displays at shops 2. Discounts for launch day 3. Demonstration of the combination of the apps and Digital Card
Packaging	• Radiate the company image • Simple yet remarkable
Advertising	• Key of success

	Broadcast, media social paid reviews
Public relations	- Try to create good relations with corporate company and media - Example: 1. Media cover at an event 2. Give sponsorships
Social media	- No need to be on every social media. Focus on the ones that users are on. - Example: 1. Twitter 2. Instagram 3. Facebook
Strategic Alliances	- Need to rely on other software companies to make sure the applications run smoothly and more secure. - Create partnerships.

Action Plan

ACTION	ASSIGNED TO	DUE DATE
Make surveys to find the target markets	Megat	8/12/20 (Tuesday)
Develop a team to manage the partnerships with software companies	Amir Firdaus and Zidan	
Social Media Administration	Anis Syazwani	
Designing Team for Packaging and Product Design	Amiruddin	

Future Meeting Date: 8/12/20 (Tuesday)