

# MINUTE MEETING 2 (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)

**Meeting Description:** To review the progress of the plan & to discuss the improvement plan

**Date of Meeting:** 8/12/20 (Tuesday)

**Time:** 10.30 am to 11.30 am

**Location:** Webex Meeting

**Link of Minute Meeting 2 video:** i. [minute meeting 2](#) (Google Drive)

ii. <https://www.youtube.com/watch?v=FXf-sF10jis> (YouTube)

## Meeting Agenda:

1. Discuss more for the cost of the product, marketing plan (How to implement it), gather as much information for Digital Card and how to find a better investor or partnership.
2. Do discussion about the tasks given.

## Action Plan: Progression

| ACTION                                                            | ASSIGNED TO            | PROGRESS                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Make surveys to find the target markets                           | Megat                  | <ul style="list-style-type: none"><li>• A public survey using google document that has been spread around WhatsApp groups</li><li>• General feedback towards the product using social media poll</li><li>• Questions survey handed to a few learning institutions</li></ul>                                                     |
| Develop a team to manage the partnerships with software companies | Amir Firdaus and Zidan | <ul style="list-style-type: none"><li>• A potential partnership with Cloud companies such as HCL software Berhad</li><li>• Would help in data storage</li></ul>                                                                                                                                                                 |
| Social Media Administration                                       | Anis Syazwani          | <ul style="list-style-type: none"><li>• Use Instagram, Facebook and TikTok as platforms to market or promote our product.</li><li>• Nowadays, TikTok uses as a worldwide business platform and easily get trending. Besides, this application has our target audience so we hope our product can easily attract them.</li></ul> |
| Designing Team for Packaging and Product                          | Amiruddin              | <ul style="list-style-type: none"><li>• Futuristic and minimalist design submitted.</li></ul>                                                                                                                                                                                                                                   |

|        |  |                                                                                                                                                                                                                                                                                                                           |
|--------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Design |  | <ul style="list-style-type: none"><li>• Proceed to gain services from Datasonic Manufacturing Sdn Bhd (DMSB), a subsidiary of Datasonic Group of Companies. This company are one of the biggest credit card and identification card manufacturer in Malaysia. Easier to reach since it was located near our HQ.</li></ul> |
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