



Meeting Minutes

Call to order

A meeting of Team 14 was held online through Google Meet on 12/12/2020 at 9.08p.m.

Attendees

Attendees included Tay Wei Jian, Tan Jia Xuan, Arij Ghazi Rabbani, Adam Haqiem bin Abd. Rahim, Radin Nazhan bin Radin Jamzulkomar.

Members not in attendance

Every member is in attendance.

Agenda

- Product choosing

Each member proposed their TIS project in the meeting. All members will vote for which project is going to be our product. The project with the most votes is SSD in HDD which is a product that is proposed by Arij Ghazi.

- Company naming

We throw out ideas for our company's name and vote for one name. The most voted name is "Ace Tech" which is proposed by Tay Wei Jian with 5 votes.

- Job positioning of each member

Each member votes on who will be the project manager, the vice manager, and marketing survey team. After voting process, the person for each job position is :-

Project Manager : Arij Ghazi proposed by Wei Jian with 3 votes.

Vice Manager : Tay Wei Jian proposed by Tan Jia Xuan with 3 votes.

Marketing & Survey Team: Adam, Radin, and Tan Jia Xuan.

- Target consumer

We discussed on which group will be the main target consumer of the product. After discussion, we decided that PC users, gamers and university students are the main target consumer of the product.

- Marketing plan

We discussed on the marketing plan we will use for advertisement and promotions. After discussion, advertisement through social media has been chosen. We have chosen discounts,

free postage, and free gifts for the product promotions but we felt like a survey need to be conducted for further reference.

- Selling platform

We discussed on what platform will be chosen to sell the product. We have discussed and decided to pick online shopping(Shopee, Lazada) as our platform.

- Budget

Some members proposed an idea to where our budget would come from. Crowdfunding has been chosen.

Action item

- Conduct survey for promotions for the product to be used.

Responsible - Marketing & Survey Team

Due date - 17/12/2020

Next meeting

Next meeting will be held on 17/12/2020 at 9.00p.m. to revise our marketing strategies.

Meeting Record Link

https://youtu.be/sawmu_w3hUA