

Product Marketing Plan

MINUTES

16/12/2020

9:00PM MYT

GOOGLE MEET

MEETING CALLED BY	CEO-Afifa Jumana
TYPE OF MEETING	Online Marketing Meeting
FACILITATOR	CEO-Afifa Jumana
NOTE TAKER	Secretary-Wong Hui Shi
TIMEKEEPER	Lai Chee Yee
ATTENDEES	-Afifa Jumana A20EC4009 (CEO) -Wong Hui Shi A20EC0169 (Secretary) -Muhammad Iqbal Habibie A20EC0280 (Head of Production Division) -Lai Chee Yee A20EC0199 (Head of Marketing Division) -Aum Jeevan a/I Aum Nirangkar A20EC0017 (Marketing Officer)

Agenda topics

CHOOSING OF THE PRODUCT

EVERYONE

DISCUSSION	Presenting each TIS design thinking projects.		
CONCLUSIONS	With all the products, fingerprint scanner is chosen as our last product.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Conduct a research on fingerprint scanner development and production	Production Team	17/12/2020	

TARGET MARKET

MARKETING TEAM

DISCUSSION	Discussing about the target market for the product.		
CONCLUSIONS	Our main target for this product is students. Due to current situation, online learning been used. Therefore, this fingerprint scanners are suitable and easier for them to get their attendance.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Create a marketing plan for the product	Marketing plan	17/12/2020	

DETAILS OF THE PRODUCT

PRODUCTION TEAM

DISCUSSION	Discussing about the quantity, cost, and packaging of the products.		
CONCLUSIONS	Estimated production rate in normal days is 500 units per day. However, due to the sanitation process caused by the pandemic, it could be decreased to 250-300 units per day. As for cost and packaging, it will be provided in the next meeting.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Estimating the cost for production and find supplier for components	Production Team	17/12/2020	
Providing the budget on the production and marketing	CEO	17/12/2020	

IMPROVEMENT AND MODIFICATION PLAN**EVERYONE**

DISCUSSION	Briefing discuss about the improvement and modification of the product.		
CONCLUSIONS	Hardware is preferred over software. Future development may occur.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Find out further technological improvement	Production Team	17/12/2020	

SPECIAL NOTES	Video link for the meeting: https://youtu.be/IGYnYPadif4		
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Progress Review and Future Plans

MINUTES

18/12/2020

9:00AM MYT

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Agenda topics

SUPPLY PLAN

EVERYONE

DISCUSSION	Choosing the option components and parts supplying	
CONCLUSIONS	From the three options, the board agrees on choosing the optical fingerprint scanner with the supply pricing of RM15000 per 100 unit or RM150 per unit.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Complete the negotiation with supplier	Production Team	In Progress

MARKETING STRATEGY

MARKETING TEAM

DISCUSSION	Giving marketing strategy for the product.	
CONCLUSIONS	-Giving a survey for the product. -Creating a platform for Shopee. -Do advertisement at Instagram or Facebook -Asking investor to invest our products.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Do a survey form to students in UTM	Marketing Team	Completed
Find some good ambassador or maybe finding investment	Marketing Team	In Progress

CONVEYOR SYSTEM MALFUNCTION

PRODUCTION TEAM

DISCUSSION	Resolving the problem with the conveyor system malfunction in assembly line.	
CONCLUSIONS	-Production will be delayed for one day. -Technician has been called to solve the problem.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Continue production process after the problem is resolved	Production Team	19/12/2020

SPECIAL NOTES	Video link for the meeting: https://youtu.be/UPAchxPK7gw
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