

First meeting of marketing plan of Clothify

58MIN56SEC

10/12/2020

08.55 P.M.

GOOGLE MEET

MEETING CALLED BY	Teoh Wei Jian
TYPE OF MEETING	Discussion Meeting
FACILITATOR	Muhammad Faiz Aiman bin Fakhurrazi
NOTE TAKER	Syamimi Amirah Binti Zamros, Nur Hannan binti Jamaludin
TIMEKEEPER	Cheah Yau Khin
ATTENDEES	Teoh Wei Jian, Muhammad Faiz Aiman bin Fakhurrazi, Syamimi Amirah Binti Zamros, Nur Hannan binti Jamaludin, Cheah Yau Khin

TOPIC - OBJECTIVE OF CLOTHIFY

DISCUSSION	After discussing, we agreed with the objectives of Clothify suggested by Syamimi which are to suggest the best fit for the user and to promote the reputation of the brands that collaborate with us.
CONCLUSIONS	Objectives of Clothify 1) To give suggestion to users to style their outfits 2) To help closed brands on promoting their businesses

TOPIC - TARGETING MARKET

DISCUSSION	There are some suggestions during the discussion such as aim for youngsters only by Cheah, age of 15 to 55 by Teoh, focus on both male and female by Syamimi, 15 years old and above by Hannan, suggest all clothing categories by Faiz and aim for user who has monthly salary from RM3000 to RM10,000 by Teoh.
CONCLUSIONS	At the end, we decide the categories that will be our targeting customer group. The categories are users with the age of 15 years old and above, no matter the user is male or female and all users who are interested to buy any clothing categories.

TOPIC - PRICES OF CLOTHES

DISCUSSION	Throughout the discussion, we agreed with any prices of clothes that are provided by our collaborative clothing companies but we will provide price filtering feature to the users.
CONCLUSIONS	Any price of clothes will be suggested in our app but filtering feature will be provided to the user to choose their desired price of clothes.

TOPIC - TYPE OF USERS' ACCOUNT.

CONCLUSIONS	We decide to differentiate the user's account into three types which are free accounts, normal accounts and premium accounts. Free accounts will not get the 'mix and match' feature, a lot of advertisements and can redeem rewards after collecting 500 points. Normal accounts will get the 'mix and match' feature, few advertisements and can redeem rewards after collecting 300 points. Premium account will get the 'mix and match' feature, no advertisement and can redeem rewards after collecting 100 points.
	Note: 'mix and match' means clothes from different brands can be worn on users' body as preview.
	'rewards' such as free delivery, vouchers or free gifts.

TOPIC - NAME OF THE APP

DISCUSSION	There are some name suggestions such as Clothify and Wardrobe to be our app's name.
CONCLUSIONS	We choose 'Clothify' as our app's name

TOPIC - PLATFORM OF ADVERTISING

DISCUSSION	There are some platforms suggested during the meeting such as YouTube, Facebook, Radio, Instagram and posters.
CONCLUSIONS	All members need to find out the advertising data of those platforms and the main advertising platform will be discussed during the next meeting.

TOPIC - COMPANY COLLABORATION

DISCUSSION	During the meeting, Uniqlo was suggested to be our collaborative company. Faiz has suggested that we can also find out the local companies that produce the traditional clothes to be our collaborative company. Syamimi suggested that we can collaborate with thrift shop.
CONCLUSIONS	All members need to search on the local companies and further discussion about the collaboration with those companies will be held during next meeting.

TOPIC - NAME OF COMPANY

DISCUSSION	Some names of company were suggested such as Orange, Delicloth, Clothify, Wardrobe and Dress Up.
CONCLUSIONS	'DeliUp' is chosen as the name of the company

TOPIC - FEATURE OF APPS

DISCUSSION	Teoh suggested to build up an official website for the company, so it will easy for smart phone/desktop users. However, Cheah stated that this application requires a front camera. Teoh suggested that the first time user should use smart phone to enable the front camera for measuring purposes to match the clothes sizes. Then, the measurement taken will be saved and transferred to the user's account. Hence, it will be easier for them to use desktop next time where
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it just displays the preview of the clothes on the measured body. The feature of exchanging clothes will be displayed to the measured body. Users can choose either to use AR mode which requires a front camera or to use the measured body to try the clothes virtually.

CONCLUSIONS	More details of app's features will be discussed during the next meeting.
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RECORDED VIDEO	https://youtu.be/vDxMrT5sWWo
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Second meeting of marketing plan of Clothify

59MIN43SEC

16/12/2020

08.50 P.M.

GOOGLE MEET

MEETING CALLED BY	Teoh Wei Jian
TYPE OF MEETING	Discussion Meeting
FACILITATOR	Muhammad Faiz Aiman bin Fakhurrazi
NOTE TAKER	Syamimi Amirah Binti Zamros, Nur Hannan binti Jamaludin
TIMEKEEPER	Cheah Yau Khin
ATTENDEES	Teoh Wei Jian, Muhammad Faiz Aiman bin Fakhurrazi, Syamimi Amirah Binti Zamros, Nur Hannan binti Jamaludin, Cheah Yau Khin

TOPIC - ADVERTISING OF PLATFORM

DISCUSSION	The data from SimilarWeb shows that the top 4 social app at Malaysia is Facebook, Instagram, Twitter, Snapchat, so we can get more customer if we advertise our apps at these platform. We also have discussed about the platform of radio and television but we think that this two platforms are not suitable to advertise our apps
CONCLUSIONS	Our main advertising platforms are Facebook, Instagram, Twitter and Snapchat.

TOPIC - LOCAL CLOTHING COMPANIES

CONCLUSIONS	We discuss about what local clothing companies has the potential to collaborate with us during this topic. The suggestion of companies such as Bak Tailor from Faiz, M&B from Hannan, My Batik Village and G.G design from Teoh.
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TOPIC - COLLABORATE WITH WHICH TYPES OF COMPANIES

DISCUSSION	During this topic, Teoh suggested that only collaborate with local clothing companies so that we can have a potential group of customer which is patriotic and they will use our apps because we are selling Malaysia cloths. Cheah and Hannan suggested that we collaborate with both local and international companies since this can give us huge profit compare to only collaborative with local companies only and also we will have more clothing choices. Faiz and Syamimi suggested that we collaborate with local companies at our beginning phrase and when our companies is financial stable already so that we collaborative with international companies.
CONCLUSIONS	At the end we decided collaborate with both types of companies but put the product of local companies at our apps homepage, then the product of international companies is put at the place which is inconspicuous at our apps page.

TOPIC - COLLABORATION COMPANY SUGGESTION

DISCUSSION	During this topic, we discuss again about our collaboration company but with more details. Syamimi has suggest some thrift shop such as Bandoru Store, Baden Baden Bundle, Jalan-Jalan Japan, Amcorp Mall, OkGo Store and
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2nd Street Trading include in our starter collaboration companies group. Cheah has suggested that we can add more mainstream clothing company in our starter collaboration companies group

CONCLUSIONS Our start collaboration companies group is Bak Tailor, M&B, My Batik Village, G.G Design (M), the thrift shop listed by Syamimi, Adidas and Uniqlo

TOPIC - FEATURE OF APPS

DISCUSSION Cheah and Teoh were discussing about the AR mode which make the users can see the cloths virtually although the users are at home. Hannan suggested that we can added feature of measure our body size by using the AR mode so the apps can suggest cloths with suitable size to the users.

CONCLUSIONS Our Apps can let the users to see the cloths virtually at their house by using the AR mode and our apps can measure the users body size with the AR mode.

TOPIC - CLOTHIFY FESTIVALS EVENT

DISCUSSION Teoh suggested that we can lower the point to exchange the free gift or reward during the festival day. Cheah suggested that we can ask for sponsor from our collaborate companies. Faiz suggested that we do this kind of Event after our companies is financial stable already.

CONCLUSIONS At the end, the decision is we will ask for the sponsor first, if we can not get it than we will do the festival event when our companies financial is already stable.

TOPIC - COST OF SENDING TECHNICIAN

DISCUSSION Teoh pointed out a problem which is our companies need to send our technician to our collaborative companies for set up the cloths database, this will become a huge cost because of the transportation, lodging, meal allowance and etc.

CONCLUSIONS We can get a efficient way to solve this problem now so this will be our one of main problem need to Consider at future.

TOPIC - LOCATION OF OUR COMPANY

DISCUSSION Teoh suggested that we should not set up our company at Kuala Lumpur because of the expensive living expansive fee, rental fee and etc. Syamimi suggested that we can set up our company at Cyberjaya or Putrajaya because there is outside Kuala Lumpur so the expenses of our company will not be too high but we can still have chance to get to the convenient that Kuala Lumpur bring to us such as we can go to Kuala Lumpur International Airport or Kuala Lumpur railway station easily

CONCLUSIONS We decided to set up our company at Putrajaya since this a convenient location

TOPIC - HIRING OF TECHNICIAN

DISCUSSION	Hannan suggested that for outlet which is far from our company, we can hire the technician who live at there to help to do the collection data of cloths instead of sending our technician every time from our company to that place in order to reduce the cost. Teoh is opposition with Hannan, he said that if our company just hiring technician who live at that place, there will be a time when there is no new data of cloths need to collect for the AR mode but we still need to paid the salary for the technician which is not wort. Cheah also pointed out if we hiring the technician for the international outlet may be we need to pay a more higher salary because of the exchange rate of money
CONCLUSIONS	This suggestion is denied

TOPIC - VISION AND MISSION OF COMPANY

CONCLUSIONS	Vision of our company is we determined to implementing the latest technology in business and adapting to the IR4.0 in order to benefit society. Mission of our company is to create more platforms or apps and provide service for everyone to have a easy life
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RECORDED VIDEO	https://youtu.be/pg032C8nYBq
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