



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Group Number: GROUP-08

Name: 1. SHAKIB SAHARIAR SHOWMIK-(A20EC9108)-(L)
2. NABIL RAYHAN-(A20EC9107)
3. TASMIAH SARIF NAYNA-(A20EC9109)
4. HASAN ADITTYA-(A20EC4023)
5. AZZAHRA MEYDI PUTRI-(A20EC0292)

Lecturer: DR.MOHAMAD RAZIB BIN OTHMAN

Product Marketing Plan

Minutes: 7/12/2020 11 AM MYT BY GOOGLE MEET

MEETING CALLED BY CEO- Tasmiah Sarif Nayna

TYPE OF MEETING- Online Marketing Meeting

FACILITATOR Head of Marketing Dept- Nabil Rayhan

CRETOR OF THE SOFTWARE Technician- Sahariar Showmik

TIMEKEEPER Head of Financial Dept- Hasan Adittyta.

NOTE TAKER Technician- Secretary Azzahara Meydi Putri

CHOOSING OF THE PRODUCT EVERYONE

Discuss presenting each TIS design thinking projects. Then we selected our design thinking project called Accident Alert system.

MARKETING TEAM

DISCUSSION: - Discussing about the how to promote our software.

ACTION: - Create a marketing plan for the product Marketing plan 8/12/2020

JUDGMENT: - Our main target for this product is all over the people. The accident rate can be deducted using our software.

DETAILS OF The finicial TEAM

DISCUSSION: - Discussion about the investment, cost, interest and profit of the products.

ACTION: - Estimating the cost for production and find supplier for components Production

JUDGEMENT: - The investor should have a big budget to contribute in the software project which is more possible for small company or new clients.

Team 7/12/2020 Providing the budget on the production and marketing CEO 7/12/2020

IMPROVEMENT

DISCUSSION: - Discussing about the improvement and adding new features.

ACTION: - Tried to contact with the investor and promoting our product with better advertisement to make it interesting.

RECORDED MEETING SESSION (VIDEO): - <https://youtu.be/R3D4g1B-S5k>