

## **MEETING AGENDA**

<b>Meeting/Project Name:</b>	Discuss product marketing plan		
<b>Date of Meeting:</b>	14/12/2020	<b>Time:</b>	9.30PM
<b>Meeting Facilitator:</b>	Tie Sing Hao	<b>Location:</b>	Each attendees' houses

### **1. Meeting Objective**

Since we had plan and set up a company to market the product I-One, the meeting aims to develop a product marketing plan to achieve the success of the product among our target audience and customers. in the future. We have considered several key elements and factors when creating our product marketing plan.

### **2. Attendees**

<b>Name</b>
Ahmad Nazran bin Yusri
Tie Sing Hao
Muhammad Najib bin Jamaludin
Muhammad Hafizzul bin Abdul Manap
Ibtesham Ahmed Promit

### 3. Meeting Agenda

Topic	Speaker
<p><u>Explaining the product:</u></p> <ol style="list-style-type: none"><li>1. I-One tracker consists of two components which is an alarm and a tracker.</li><li>2. I-One application can be download on your mobile phone.</li><li>3. I-One is connected with your mobile phone by using Bluetooth and GPS</li></ol> <p><u>Functions of I-One application:</u></p> <ol style="list-style-type: none"><li>1. Act as an interface to control communicate with the I-One device.</li></ol> <p><u>Features of the product:</u></p> <ol style="list-style-type: none"><li>1. Activate and deactivate the buzz alarm on the I-One device.</li><li>2. Set the maximum distance for the tracker and the alarm.</li><li>3. Tracks the location of the tracker.</li></ol>	Ahmad Nazran bin Yusri
<p><u>Elements that make our product unique:</u></p> <p>The size, shape and weight will make this device easier to carry and use.</p> <p>The device came with GPS tracker and alarm system.</p> <p><u>Our product in today's market:</u></p> <p>It's suitable for today's market as most people are looking for this such device.</p> <p>It's suitable for people from different ages.</p>	Muhammad Hafizzul bin Abdul Manap
<p><u>Why this product is made:</u></p> <p>People feel less secure in public because of theft crime such as pick pocket.</p> <p><u>Target audience:</u></p> <p>Mainly target the users from the age 17-25. Everyone else also can use it.</p>	Muhammad Najib bin Jamaludin

<u>How we can market our product:</u> 1. Write an executive summary about your marketing plan. 2. Set metric-driven marketing goals. 3. Outline our user personas. 4. Research all of our competitors 5. Create an actionable marketing strategy. 6. Set a tracking or reporting guidelines. 7. Make the marketing plan template looks professional.	Ibtesham Ahmed Promit
Introduce, conduct and conclude the meeting.	Tie Sing Hao
<u>Price range:</u> Around RM50-RM70	All attendees
<u>How we will promote our product:</u> 1. Use social media and online websites advertisements to promote the product such as Facebook, Instagram, Twitter and YouTube. 2. Collaborate with other electronic device companies. 3. Promote locally before going to international markets. 4. Collaborate with social influencers on social media.	All attendees

5. Next Meeting (if applicable)					
Date: (MM/DD/YYYY)	16/12/2020	Time:	9.15PM	Location:	Each attendees' houses
Objective:	Review the progress of the plan and to discuss the improvement plan.				

Meeting's link: <https://www.youtube.com/watch?v=wVHzS4yHBtA>