

MEETING AGENDA

Meeting/Project Name:	Review progress of product marketing plan and discuss the improvement plan		
Date of Meeting:	16/12/2020	Time:	9.15 PM
Meeting Facilitator:	Tie Sing Hao	Location:	Each attendees' houses

1. Meeting Objective

After the product marketing plan is developed and proceeded, the second meeting aims to review the progress of the plan and to discuss the improvement of the plan. The process of review and improvement are essential to check that we are actually followed our development plan and to ensure that our planned development has helped us towards our goals.

2. Attendees

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

3. Meeting Agenda

Topic	Speaker
<u>Review the marketing plan through social media:</u> <ol style="list-style-type: none">1. Advertise the product online through Facebook by targeting audience based on their area, age, group, sex, interests, and languages.2. On average social media marketing begins at RM1500 and it can go up to RM30000 per month.3. On Instagram, we can use social influencer on the social media to promote our products.4. On YouTube, we can do advertisement before, in the middle or after the video.5. We can sponsor other content creator to promote our product.6. Components that is important when advertising online: target, placement, budget, schedule, and creative.	Ahmad Nazran bin Yusri
<u>Discussing the progress of collaborative marketing plan :</u> <ol style="list-style-type: none">1. Review the pros and cons of this type of marketing plan.2. Present the progress which is the retail partnerships that had been done.3. Retail partnerships works perfectly to start gaining trust from audience.4. Discussing the plan for next collaborative marketing such as partnership marketing and cooperative advertising.5. Discussing the difficulties because of new brand needs to gain trust from bigger brands and companies to continue other type of collaborative marketing and how to overcome.	Muhammad Hafizzul bin Abdul Manap
<u>Discussing the method used to collect reviews :</u> Reviews can be collected using Google Form, direct emails, and social media posts.	Muhammad Najib bin Jamaludin
<u>Review the data :</u> Well received, easy to use, user friendly, and customers giving suggestions to improve the product are put into consideration.	Muhammad Najib bin Jamaludin
<u>Discussing future marketing strategies from reviews :</u> Showcase the customers experience on website and making advertisements.	Muhammad Najib bin Jamaludin

<u>Discussing steps to improve productivity and quality management :</u> 1. Analyse processes. 2. Align business processes with other companies. 3. Develop performance measures. 4. Build quality tests in processes. 5. Use business strategies to improve productivity and quality management. 6. Pay attention to feedback.	Ibtesham Ahmed Promit
Introduce, conduct and conclude the meeting.	Tie Sing Hao

4. Next Meeting (if applicable)					
Date: (MM/DD/YYYY)	-	Time:	-	Location:	-
Objective:	-				

Meeting's link: https://www.youtube.com/watch?v=r0F_T0FgLD8