

# Business Description

Provide a short description about the business you have selected

## → Business Name

SUKEM Shirt Sale

## → Description of the business

SUKEM Shirt is a project that specializes in offering high-quality, stylish shirts designed for both men and women. The business operates on a B2C (Business-to-Consumer) model, directly selling its products to individual customers. SUKEM Shirt is an online business through form submission. Recently, SUKEM has launched a new line of shirt, aligning with its SMART goal to achieve revenue of RM10000 in 2 months. Key performance indicators (KPIs) conversion rate and engagement rate are being tracked to measure the effectiveness of digital marketing efforts for this new line. The project is targeted toward UKM's Students for the Kejohanan Sukan Universiti Kebangsaan Malaysia Event (SUKEM).

# SMART Goal

Draft a SMART goal for the business you've selected

- Specific** What needs to be done?
- Measurable** Can it be measured?
- Achievable** Can it be done?
- Relevant** Should it be done?
- Time-bound** When will it be done?

Achieve revenue of RM10000 in 2 months for the new line of SUKEM shirt

# Target Audience

Craft a target audience for your selected business

**Target Audience Name:** UKM Students

## Needs

- UKM students need comfortable, stylish, and affordable sports shirts that represent their university and the spirit of the Kejohanan Sukan Universiti Kebangsaan Malaysia event. They want shirts that foster a sense of belonging and pride while supporting their university's sports teams.

## Demographics

Age: 18 – 25 Years Old

Gender: Both

Household Income: 30000\$ minimum

Education/Occupation: Currently enrolled students at Universiti Kebangsaan Malaysia

Location: Primarily based on-campus or near UKM

## Interest

- University sports and events
- UKM pride and student life
- Fashion and casual athletic wear
- Social media (especially Instagram and WhatsApp for communication)
- Sustainable and locally produced merchandise

## Behaviors

- Active participation or interest in UKM's sporting events
- Frequent use of social media platforms like Instagram & following campus Events
- Likely to engage with promotions through WhatsApp for quick purchases
- Preference for convenient online shopping options with campus delivery

# Map Your Customer's Journey

Answer the questions below for each phase based on the customer journey using the target audience you developed for the business you selected

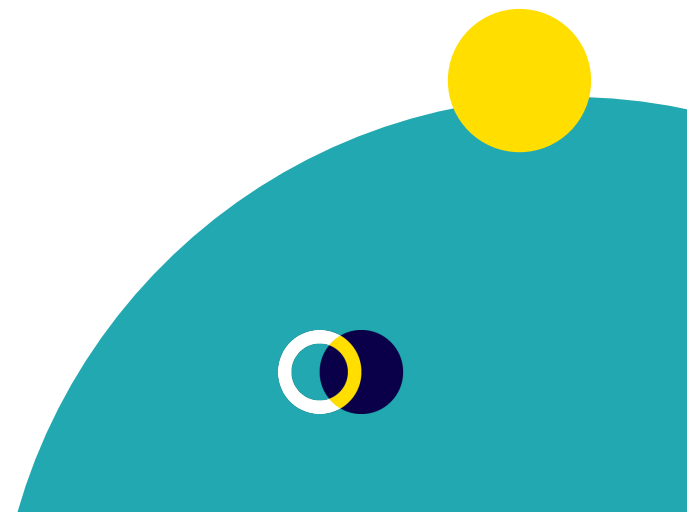
Phase	
<b>Awareness</b>	<p>When is my target most receptive?</p> <p><b>Action:</b> UKM students become aware of the SUKEM shirts through targeted Instagram posts, stories, and WhatsApp promotions during the lead-up to the Kejohanan Sukan Universiti Kebangsaan Malaysia event.</p> <p><b>Channel:</b> Instagram and WhatsApp ads, word of mouth, student groups, and sports event promotions.</p>
<b>Interest</b>	<p>How can I relate my product to my target's needs?</p> <p><b>Action:</b> Students engage with the content by liking posts, asking questions about the shirts, and browsing the available designs and prices.</p> <p><b>Channel:</b> Instagram posts with detailed shirt descriptions and WhatsApp messages providing more personalized responses and answers to inquiries.</p>
<b>Desire</b>	<p>How can I show my target my product really fits in their life?</p> <p><b>Action:</b> The appeal of representing UKM during the sports event motivates students to desire the shirt. Limited-edition designs and the sense of belonging to the university further enhance this desire.</p> <p><b>Channel:</b> Instagram stories showcasing students wearing the shirts at past events, WhatsApp notifications with "last chance" or "limited stock" messages.</p>
<b>Conversion</b>	<p>How can I get my target to take action?</p> <p><b>Action:</b> Students proceed to purchase the shirt, either through direct messaging on WhatsApp or through a payment link provided on Instagram. Convenience, quick responses, and easy payment methods contribute to conversion.</p> <p><b>Channel:</b> WhatsApp for order finalization and Instagram shop for seamless purchasing options.</p>
<b>Advocacy</b>	<p>How can I make my target into an advocate?</p> <p><b>Action:</b> After purchasing, students share their experiences by posting photos of themselves wearing the shirts at the event, tagging SUKEM Shirt's Instagram account, and recommending the product to friends and fellow students.</p> <p><b>Channel:</b> Instagram posts, stories, and WhatsApp group recommendations. Incentivized through discounts for sharing or tagging the brand.</p>



**Creative**

**Brief**

For Ads



## → Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

To increase awareness and drive sales of the SUKEM shirts among Universiti Kebangsaan Malaysia (UKM) students in anticipation of the Kejohanan Sukan UKM event. The goal is to sell 200 shirts within 1 month by leveraging Instagram and WhatsApp promotions.

## → Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

Primary:UKM students (ages 18–25), both male and female, who are actively involved in or supportive of the Kejohanan Sukan UKM event. They are looking for affordable and stylish merchandise to show their university pride.

Secondary:Friends, family members, and UKM alumni who may purchase shirts to support the students or as memorabilia from the event.

## → Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

- Other university or sports event merchandise sellers, especially local brands offering similar items.
- Third-party e-commerce platforms selling generic UKM or sports-themed apparel.

## → Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

Exclusive, limited-edition SUKEM shirts designed specifically for the Kejohanan Sukan UKM event, available in various sizes, colors, and designs. Special discounts will be offered for group orders or early-bird purchases.

## → Key Benefit

What is the single most important benefit of your offer for your target audience?

The SUKEM shirts allow students to showcase their pride and support for UKM during the sports event while wearing comfortable and stylish apparel. The shirts also serve as memorabilia for their time at university.

## → Problem

What important problem of your target audience is your offer solving?

Students lack access to affordable, event-specific apparel that is both stylish and relevant to their university experiences. Many are looking for unique, quality items to represent UKM during the event.

## → Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

- Positive feedback from students who purchased shirts from previous events.
- High engagement rates on social media posts featuring the shirts.
- Strong demand for university-branded clothing during past events.

## → Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

- |                      |  |
|----------------------|--|
| <b>Deliverable 1</b> | <b>Instagram Ad Campaign:</b> Visually appealing ads and stories showcasing the SUKEM shirts, highlighting their exclusivity and connection to the UKM sports event.       |
| <b>Deliverable 2</b> | <b>WhatsApp Promotion:</b> Personalized messages promoting the shirts to targeted student groups, with easy purchasing options and direct responses.                       |
| <b>Deliverable 3</b> | <b>Influencer Collaboration:</b> Collaborate with student influencers or sports event participants to showcase the shirts and encourage their followers to make purchases. |

## → Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

**Visual Style:** Bold, sporty, and vibrant colors (aligned with UKM's branding).  
Dynamic imagery featuring students wearing the shirts in a sports setting.

**Tone of Voice:** Energetic, motivating, and inclusive, encouraging students to show their university spirit.

## → Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

<b>Copy</b>	Short, punchy phrases, points (no long copywriting)
<b>Social Media</b>	Use Instagram Stories, posts and through Whatsapp Promotion
<b>Other</b>	WhatsApp messages should be direct, personalized, and include ordering details to simplify the purchasing process.

## → Timeline

Projected timeline

7 weeks

Important dates/deadlines

1<sup>st</sup> Batch: 21 – 27 November 2022

2<sup>nd</sup> Batch: 13 December 2022 – 9 January 2023

## → Budget

<b>Amount</b>	RM 500
<b>Financial Sources</b>	Own money
<b>Notes</b>	RM 400 for Instagram ads and influencer collaboration. RM 100 for shirt printing and delivery logistics.




**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
**R. NECK SHORT SLEEVE**  
**RM38**  
 PRE-ORDER SEKARANG!  
  
 +601121588924 (Lysa)  
 +01110868456 (Tengku)  
 AVAILABLE FOR  
 R. NECK S. SLEEVE  
 R. NECK L. SLEEVE  
 COLLAR S. SLEEVE  
 MUSLIMAH  


Individual Poster (Round Neck)


**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
**R. NECK LONG SLEEVE**  
**RM47**  
 PRE-ORDER SEKARANG!  
  
 +601121588924 (Lysa)  
 +01110868456 (Tengku)  
 AVAILABLE FOR  
 R. NECK S. SLEEVE  
 R. NECK L. SLEEVE  
 COLLAR S. SLEEVE  
 MUSLIMAH  


Individual Poster (Long Sleeve)


**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
**COLLAR SHORT SLEEVE**  
**RM45**  
 PRE-ORDER SEKARANG!  
  
 +601121588924 (Lysa)  
 +01110868456 (Tengku)  
 AVAILABLE FOR  
 R. NECK S. SLEEVE  
 R. NECK L. SLEEVE  
 COLLAR S. SLEEVE  
 MUSLIMAH  


Individual Poster (Collar)


**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
**R. NECK LONG SLEEVE**  
**RM52**  
 PRE-ORDER SEKARANG!  
  
 +601121588924 (Lysa)  
 +01110868456 (Tengku)  
 AVAILABLE FOR  
 R. NECK S. SLEEVE  
 R. NECK L. SLEEVE  
 COLLAR S. SLEEVE  
 MUSLIMAH  


Individual Poster (Muslimah)


**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
 PEMBELIAN  
 DIBUKA  
 SEHINGGA **27 NOVEMBER 2022**  
**5 HARI SAHAJA LAGI**  
  
 PRE-ORDER SEKARANG!  


Countdown Poster


**JUALAN JERSEY 2022/2023**  
**SUKEM**  
*limited Edition*  
**ATTENTION!**  
**TODAY IS A**  
**LAST DAY**  
 27 NOVEMBER 2022  
  
 PRE-ORDER NOW!  


Last Day Announcement Poster



Mix Poster



SUKEM Programme Poster



2<sup>nd</sup> Design Launching (Mockup)



SUKEM Sticker Design



2<sup>nd</sup> Batch Pre-order Open



2<sup>nd</sup> Batch Mix Poster

*Jersi raglan*

# SIZING CHART

SIZE	CHEST		LENGTH	
	INCH	CM	INCH	CM
XS	17	44	25	64
S	18	47	26	67
M	19	50	27	70
L	20	53	28	73
XL	22	56	29	75
2XL	23	59	30	77
3XL	24	62	31	79
4XL	26	66	33	86
5XL	26.5	68	34	88
6XL	28	71	35	91
7XL	28.5	73	36	93

Open for all

Sizing Chart

*Jualan jersi Sukem*

# OPEN ORDER

## 30 DECEMBER 22

JUMAAT 7 PETANG



FREE STICKER!  
\*FOR BLACK EDITION JERSEY ONLY


Open for all

2<sup>nd</sup> Batch Open Order

*Jualan jersi Sukem*

# OPEN ORDER

GET YOURS NOW!




ORDER THROUGH OUR LAUNCH PAGE

Open for all

2<sup>nd</sup> Batch Website Mockup

*Jualan jersi Sukem*

# CLOSE ORDER

## ON 9 JAN 2023



# 3

DAYS MORE


Open for all

2<sup>nd</sup> Batch Countdown

*Jualan jersi Sukem*

# CLOSE ORDER

## ON 9 JAN 2023



# GET YOURS NOW!

TODAY IS A LAST DAY

Open for all

2<sup>nd</sup> Batch Last Day

*Sukem 2022/2023*

# EDARAN

## TEMPAHAN JERSEY SUKEM 2ND BATCH

7 FEBRUARI 2023 | 5 PTG - 7 PTG  
DI BILIK TIMBALAN PENGETUA KKM

MOHON SEMUA PEMBELI ATAU WAKIL HADIR MENGAMBIL JERSEY KERANA TIADA EDARAN KALI KEDUA DIBUAT



Open for all

Jersey Distribution Poster

Year 2022

	S	M	T	W	Th	F	S
Day/Holiday/Event		21-Nov	22	23	24	25 - SUKEM Fasa 1	26 - SUKEM Fasa 1
Content Focus		Individual Poster	Countdown Poster	Countdown Poster	Countdown Poster	Countdown Poster	Countdown Poster
Evergreen/Ongoing							
Facebook		x					
Instagram		x	x	x	x	x	x
Whatsapp		x	x	x	x	x	x
Day/Holiday/Event	27 - SUKEM Fasa 1	28 - SUKEM Fasa 1	29 - SUKEM Fasa 1	30	1-Dis	2	3
Content Focus	Last Day Announcement Poster						
Evergreen/Ongoing	Mix Poster						
Facebook	x						
Instagram	x						
Whatsapp	x						
Day/Holiday/Event	4	5	6	7	8	9	10
Content Focus							
Evergreen/Ongoing							
Facebook							
Instagram							
Whatsapp							
Day/Holiday/Event	11	12	13	14 - Majlis Perasmian SUKEM	15	16	17 - SUKEM Fasa 2
Content Focus			SUKEM Programme Poster				2nd Design Launching (Mockup)
Evergreen/Ongoing				Parade members wear SUKEM shirt			
Facebook			x				
Instagram			x	x			x
Whatsapp			x	x			x

Day/Holiday/Event	18 – SUKEM Fasa 2	19	20	21	22	23	24
Content Focus	SUKEM Sticker Design						
Evergreen/Ongoing							
Facebook							
Instagram	x						
Whatsapp	x						
Day/Holiday/Event	25	26	27	28	29	30	31
Content Focus			2nd Batch Pre-order Open	2nd Batch Mix Poster	Sizing Chart	2nd Batch Open Order	2nd Batch Website Mockup
Evergreen/Ongoing							
Facebook			x				
Instagram			x	x	x	x	x
Whatsapp			x	x	x	x	x
Day/Holiday/Event	1-Jan-23	2	3	4	5	6	7 – SUKEM Fasa 3
Content Focus						2nd Batch Countdown	2nd Batch Countdown
Evergreen/Ongoing							
Facebook							
Instagram						x	x
Whatsapp						x	x
Day/Holiday/Event	8 – SUKEM Fasa 3	9					
Content Focus	2nd Batch Countdown	2nd Batch Last Day					
Evergreen/Ongoing							
Facebook							
Instagram	x	x					
Whatsapp	x	x					

Date	Time	Post	Platform	Topic	Link	Images/Video	Likes	Shares	Comments	Impressions	Click-throughs
Monday, November 21, 2022	1pm	Individual Poster	Fb, Ig, Ws	4 Types Shirt	Google Form	Images	62	27	0	810	109
Tuesday, November 22, 2022	3pm	Countdown Poster	Ig, Ws	5 Day Left	Google Form	Images					
Wednesday, November 23, 2022	3pm	Countdown Poster	Ig, Ws	4 Day Left	Google Form	Images					
Thursday, November 24, 2022	11am	Countdown Poster	Ig, Ws	3 Day Left	Google Form	Images					
Friday, November 25, 2022	9am	Countdown Poster	Ig, Ws	2 Day Left	Google Form	Images					
Saturday, November 26, 2022	10pm	Countdown Poster	Ig, Ws	1 Day Left	Google Form	Images					
Sunday, November 27, 2022	11am	Last Day Announcement Poster & Mix Poster	Fb, Ig, Ws	Last Day	Google Form	Images					
Tuesday, December 13, 2022	6pm	SUKEM Programme Poster	Fb, Ig, Ws	Pre-Parade		Images					
Wednesday, December 14, 2022	3pm	Parade members wear SUKEM shirt	Ig, Ws	Post-parade		Video					
Saturday, December 17, 2022	3pm	2nd Design Launching (Mockup)	Ig, Ws	Promote 2nd Batch		Images					
Sunday, December 18, 2022	11am	SUKEM Sticker Design	Ig, Ws	Promote New Sticker		Images					
Tuesday, December 27, 2022	3pm	2nd Batch Pre-order Open	Fb, Ig, Ws	2nd Batch	Website	Images					
Wednesday, December 28, 2022	12pm	2nd Batch Mix Poster	Ig, Ws	2nd Batch	Website	Images					
Thursday, December 29, 2022	11am	Sizing Chart	Ig, Ws	2nd Batch	Website	Images					
Friday, December 30, 2022	3pm	2nd Batch Open Order	Ig, Ws	2nd Batch	Website	Images					
Saturday, December 31, 2022	11am	2nd Batch Website Mockup	Ig, Ws	2nd Batch	Website	Images					
Friday, January 6, 2023	3pm	2nd Batch Countdown	Ig, Ws	3 Days Left	Website	Images					
Saturday, January 7, 2023	4pm	2nd Batch Countdown	Ig, Ws	2 Days Left	Website	Images					
Sunday, January 8, 2023	3pm	2nd Batch Countdown	Ig, Ws	1 Days Left	Website	Images					
Monday, January 9, 2023	11am	2nd Batch Last Day	Ig, Ws	Last Day	Website	Images					