



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

SCHOOL OF ARCHITECTURE, BUILDINGS AND DESIGN
Foundation in Natural and Built Environment

January 2015 Intake

Charity Drive Report

Group Members:

Name	Student ID
Seow Koji Takehira	0320816
Sirajeddin Ali Suliman	0322399
Mohamed Haroon Faleel	0322197
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Introduction To Business [BUS 30104]

Lecturer : Tay Shir Men

Submission Date: 12th December 2015

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1.KEY SUMMARY

In a group of 5, We had been given task to organize a Charity Drive event to raise funds to donate for a charity organization to help solve social issues that are happening around us. At the same time, it is a good chance for us students whom are taking Introduction to Business, to further understand by on hand experience and learn about how a business will function and set expectation.

After numerous discussion within the group, our group has decided to raise funds by selling custom made stickers and pre-made stickers. In addition, we chose sticker as our product because it is very unique in a sense as there is much opportunities and potential to the product, where it is able to be customize to many different usage and purposes. Along the way, we had found a sponsor whom are willing to provide us a certain amount of cash as our capital, so that we can further raise our funds and donate to help those who needs it.

All profits will be donated to a Refugee school, where a Facebook organization called “Lend a Hand “ from “Let’s Tutor a Refugee Child ” redirected us to. The purpose of this organization is to provide refugee children with education, where charity donations will help them by paying resource fee and any expenses involved. We chose this charity organization because we believe that every youth deserves a chance to learn and experience about the world. Regarding on what is happening around them, giving them the opportunity to be part of the change and create impact to the society, starting off by learning and educating the basics. Not only that, we also believe that everyone deserves to be educated, to collaborate with each other and make our world a better place.

A total of **RM 2349.00** had been raised by our team.

2. OBJECTIVES

2.1 Lend A Hand - Charity Organization



The reason we decided to donate to “Lend a Hand - KL “ is because they are taking part in helping the refugee children by providing educations and opportunities for them to learn.

They had started this project since 10 Jan 2014 with Pandawas and now moved on to ULC, CSO and GGM, they have managed to gather like-minded individuals from near and far to introduce a new concept of charity ie "giving as much as you can, when you can and how you can". The non-committal concept of this charity work has grown into a weekly public event with an average of 40 new faces each week and many returning volunteers. They have successfully raised awareness of refugee plight where they registered >2000 volunteers on their database, brought an abundance resources to these refugee schools and created "Voice of Refugees" to aid urgent needs of the refugees.

2.2 Professional & Personal Objectives

- a) A target of RM 2500.00
- b) Sales Profit of RM2500 and more to cover up our costs
- c) Target Sales of Products Altogether.
 - 210 Stickers per day
 - 840 Stickers within the whole event.

2.3 Personal Objectives

- a) Obtain new skills on how to market, promote, and manage a business
- b) Strengthen Team dynamics
- c) To have a great learning experiences

3. TARGET MARKET

A target market is a group of customers a business has decided to aim its marketing efforts and ultimately its merchandise. A well-defined target market is the first element of a marketing strategy. Target markets are groups of individuals that are separated by distinguishable and noticeable market segmentation including the following:

- Geographic
- Demographic/socioeconomic segmentation
- Psychographic segmentation
- Behavioral segmentation
- Product-related segmentation

In our case for the stickers business, our target market were mainly young adults from the age of 18-25 because we were selling in the Taylor's university campus and this is the age of the students. Laptop stickers only appeal to younger people and so this was our target market. Around 60% percent of our customers were females and we found out that this appealed to them.

We approached our target market to appeal to the female demography by adding many girly stickers to increase our potential sales. Taylor's university have a lot of students following the "hipster" lifestyle and thus the laptop sticker business was a success in our case and the marketing was done successfully, we penetrated this loophole as we were the only group in our project to sell laptop stickers and not food or drinks. Our marketing approach was niche as laptop stickers are a small industry and only particular people like to purchase these types of items, niche businesses also are a benefit because they tend to satisfy what the customers

want and profits may be higher as they are unique products. As in the case of our business project we were the only group to sell laptop stickers and thus people walking by did find our stall more standing out and eye catching as we were different from the food stalls. We provided a different type of product that people would buy.

We also tried to implement brand loyalty to our customers by changing our sticker designs everyday so that our customers would come back for more. We also made a Facebook event page one week before our sales week to make people and friends aware of our business, this method proved to be a success as we already had customers placing orders on customized stickers and increased potential customers.

4. COMPETITION ANALYSIS

A competitor is any business that is a rival to each other. A competitor offers the same products or services. The more competitors there are the lower the price of goods and services. Examples of competitors are McDonalds and KFC. This is because they both offer fast food and they have to compete against each other to gain the higher market share.

In our case, there were many other stalls during our business selling week. The other stalls were not really our competitors because we provided a totally different kind of service. We were the only group to sell stickers and the rest of the groups sold food and drinks so we did not have any competitor in the same niche or industry as us. This prompted us to raise the price of one sticker up a bit to increase profit as people would buy our stickers. Our competitors mainly sold food like fruits, ice cream, curry fishball, sweets, and drinks.

The strengths our competitors had were that some stalls had ice cream and frozen yoghurt which really caught the eye of many potential customers and missed out on our stall, hence we tried to decorate our stall more with banners, posters and funny catch phrases.

The threats our competitors posed to us were that during lunch hour most of the people went to the food stalls rather than coming to us and this prompted us to walk around during the lunch hours to get more sales which proved to be a good alternative strategy to earn extra sales from other sources.

The opportunities our competitors in the premises provided to us were that not everyone wants to eat and so they found our stall unique and thus we had new potential customers and also a wider customer base.

5. PRODUCT & PACKAGING

5.1 Product

Our product during the charity drive exclusively just stickers, our stickers have 200 diversified designed sticker that were respectively chosen by each of our group members which have our own different style in the preference of designs for the stickers. Our stickers vary in design, from girly and boyish stickers, cute and tough characteristics stickers and many more! All the stickers varies in sizes and shapes. We also offered a service of printing custom designed stickers. In this way, customers are able to print stickers according to their preferred design.



5.2 Packaging

We packaged our stickers with a transparent plastic folder so that it could expose the interesting design of the stickers. This enables customers to see the product. Another reason behind why the stickers are packaged inside a plastic folder is to avoid the stickers to get damaged by external circumstances.

6. PRICING

Cost Price of stickers(including plastic):

RM 0.30 per unit

Selling Price:

- RM 3 per unit
- RM 2.50 per unit (if buy 4)

The selling price is 10 times the cost price if the stickers are sold per unit, this was a good profit for us.

The selling price is 8.3 times the cost price if the stickers are sold at the price of RM 2.50

All of our customers felt that the price was agreeable and not reluctant to buy our stickers because our stickers are quite cheap comparing to the stickers found in the market and online shop.



7. PROMOTION

We prepared the entire necessary item needed in order for us to attract customers such as the posters. We even made our menu so that the costumers can look to our prices and they also known what type of stickers are we selling. For the store decorations we decided to design our booth simple, nice and neat, and we let one of our group member as a DJ in order to attract costumers to our booth daily.

We used face-to-face conversation with the costumers by telling them to buy three stickers and get one free and we let them donate another one ringgit by telling them to help our refuges here in Malaysia as we are referring to the organization that we are supporting.

7.1 FACEBOOK EVENT

Since the usage of Facebook is really popular with the teenagers nowadays, we decided to further promote our product on the social media posting all the stickers designs and we let some of the costumers to upload their pictures so we can let them customize their own design print for them with the same price.





STICK IT HARD POSTER



the poster that was mainly used for promoting stick it hard. The theme used for all the poster is brown black and white as the brown works the contrast agent to make the poster looks outstanding. In addition, the wood element as the background give a stronger impression of the hardness, as referring to our brand name.

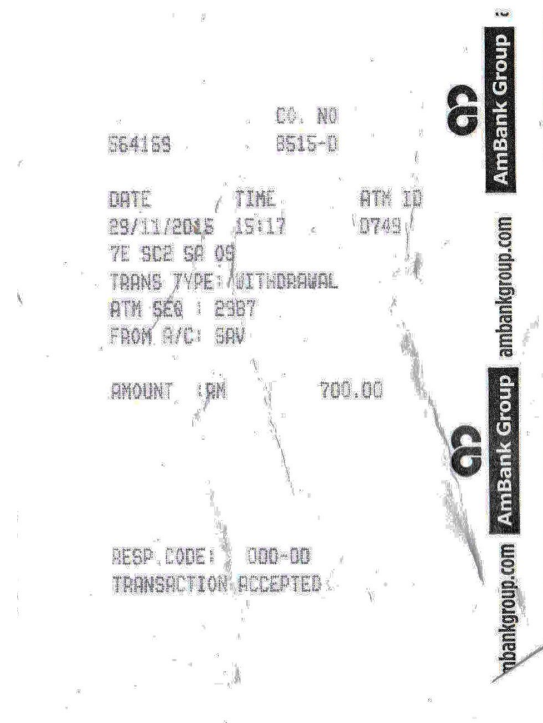


8. SPONSOR

TARGET ENGINEERING Consultants-Benghazi



We asked “TARGET ENGINEERING” for sponsorship from Libya, to sponsor for our charity drive and it was successful. As we questioned the reason why the company agreed to sponsor us, we found out that the company are financially generous and willing to help those who are less fortunate. We approached the company through email and agreed for an interview online. Therefore, the company agreed to sponsor RM700.00, which are going to cover the production cost. We had received the money by bank transfer where it was transferred to one of our members account.



4th November 2015
CHARITY PROJECT
TARGET ENGINEERING CONSULTANTS-BENGHAZI
ADDRESS: TARGET ENGINEERING (KUWAIT STREET -BENGHAZI /LIBYA)

Dear Mr. Ali Suliman Saleh,

Requesting Sponsorship for Charity Drive Event

We, the student from Taylor's university lakeside campus, are currently involved in a fundraising event as our school project in December 2015.

Our plan is to raise a total of RM 2,500 via sponsorships and product sales, the fundraising event will be held from 1st December to 4th December under the supervision of our lecturer Ms. Tay Shir Men. All the profits earned will be donated to the charity organization and the name of the charity is LET'S TUTOR A REFUGEE CHILD, a non-profit organization that helps the children to have a better quality of education.

We are writing today to ask you if you would consider donating 700 Malaysians ringgit to help support our event. We believe that your generosity would go a long way towards supporting the organization and their noble cause. If you need more information about our event or have any questions you may contact me at +60 019 656 0771.

We hope to hear from you soon.

Thank you.

Sincerely,



SEOW KOJI
Charity Drive Event Group Leader

9. DISTRIBUTION.

We have a various types of sticker designs so we decided to separate into different bags following each design. We had strategies on selling our sticker, one of it is making the booth look interesting and we decided to carry the stickers with its packaging around the campus and other different venues.

We sell our product with a transparent packaging so the customers wont be having any troubles with keeping the stickers, it is also easier for us to sell the stick while putting each of the design with different numbers so we wont get confused. We sell the stickers around the campus more 2 person so we wont make any mistakes while selling our product. In average we manage to approach in estimation around 200 customers per day and sometime the balance from the customer will be donated as well depending on the customer itself.

We even make a facebook website so our customers can choose any design of stickers from the internet and we will give the privilege to print the stickers for them. Even though we provide that type of service but the customers have to give the design before the day we sell the stickers to them. Taylors shine also were interested in our business and they decided to help us on our business by giving us a task to print a few shine stickers which can help increase our profit. The first 2 days of the business we decided to make a promotion which is buy 3 and get free 1 and the last few days we decided to improve the promotion by changing it to buy 3 free 2 or buy 3 free 3. These are just the strategies for us to achive our target and avoid any loss in our business. To avoid any miscalculation we write every of the sticker purchased by the customer in a single receipt.

10. GREEN MEASURES

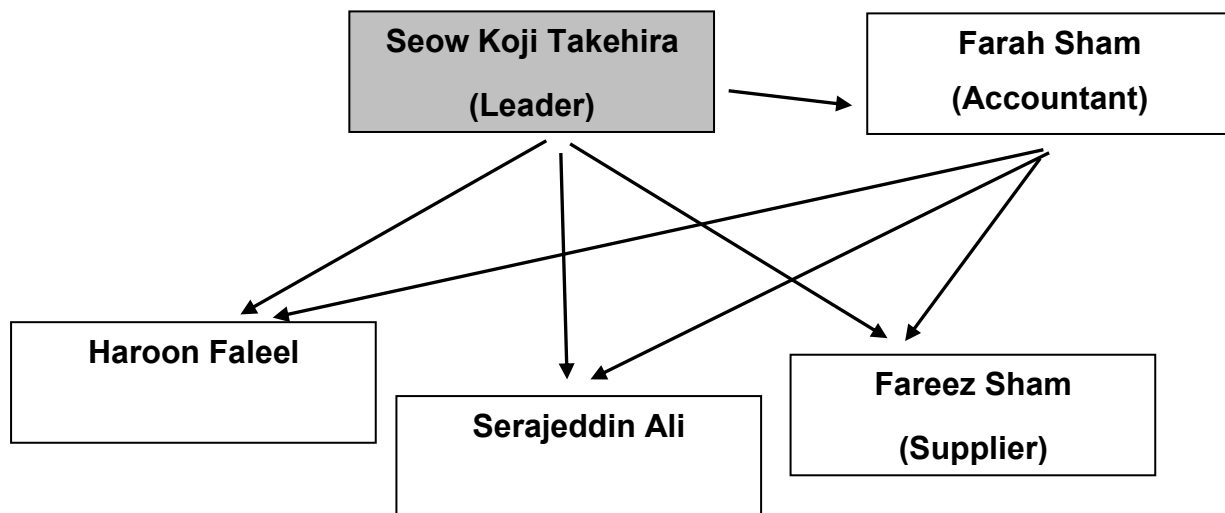
The sticker are produced by glossy paper and it is printed on the paper. We all tried to save the papers by designing the stickers in 1 size so any designs of the sticker can fit in one paper. This can avoid any waste of paper and more environmental friendly. The sticker itself is made from a glossy paper and glossy paper can avoid making the sticker wet when having any contact with water. By the help of the waterproof paper we think I can make customer trust our sticker and this can help the environment.

Beside that , we did not use more than 1 packaging for 1 customer since the sticker are small and thin . We decided to give the customers a small air tight air bag which can avoid any damage to the sticker itself. By the use of photoshop software we decided to design a poster instead of giving small brochures which can lead to a massive waste of paper

11. Human Resource Planning

From what we learned from Introduction to Business, organizing is an important management process where it can determine a business's efficiency and productivity. For our group, we adopted horizontal organizational type where there are no middle management, so our team can make decisions quickly and independently.

11.1 Organizational Chart



Overall Management

Names	Roles
Seow Koji Takehira	Leader, Public Relations
Farah Aida Binti Shahar Sham	Chief Saleswomen, Accountant
Mohamed Haroon Faleel	Promoter
Sirajeddin Ali Suliman	Promoter, Public Relations
Muhammad Fareez Bin Shahar Sham	Promoter, Supplier

12. EVALUATION OF RESULTS

PROFIT AND LOSS REPORT

Statement of Income for Stick it Hard for the Business Charity Event Ended at 4 December 2015

	RM	RM
<u>Revenue</u>		
Net Sales		1981.35
<u>Loss: Cost of Good Sold</u>		
Stickers	199.85	
Plastics	<u>48.70</u>	<u>(248.55)</u>
<u>Gross Profit</u>		1732.80
Add: Sponsor ship [Target Engineering]		<u>700</u>
Adjusted Gross Profit		2432.80
<u>Loss: Operating Expenses</u>		
Receipt Books	7.50	
Boards	25.90	
Blades	32.80	
Posters	<u>17.60</u>	
Total Operating Expenses		<u>(83.80)</u>
NET PROFIT		2349.00

At the end of the project. We managed to raise RM2349.00 in total where it was almost close to our target. What we did right is that we were able to be unique compared to the other groups as we were the only one who was selling sticker as choice of product. As we know the disadvantages of selling food and beverages, where if we were unable to sell everything in that day, it will be a lost to us as we have to dispose everything to prevent food poisoning to customers.

On the other hand, what we did wrong was that, we should have advertised our product earlier to accept custom orders from our consumers. As so far we experienced within the few days of charity drive, most of the consumer wanted to custom made their own sticker, so they could choose the picture and designs they like.

If we had another chance to carry out another Charity Drive, we will collaborate with other groups to promote our stickers. We will distribute a voucher, or a coupon for our stickers, where if consumer buys a product from collaborated group, they will get a free one sticker from our booth.

The truth behind this is where we will cost the collaborated groups whom had their customers to buy their product due to the free stickers, we will charge them by RM1 for each customers whom claimed the stickers.

Our Personal Reflection by Each Member:

<https://youtu.be/jNhd9gv3L9E>

Our Whole Progress

https://youtu.be/aD-04_v7WcY

13. APPENDIX

13.1 Customer's Receipt

RESIT RASMI
Official Receipt

TARIKH / Date 日期 _____ RESIT NO. / Receipt No. 收據號碼 _____

Diterima Dari / Received From 收收則 *customer*

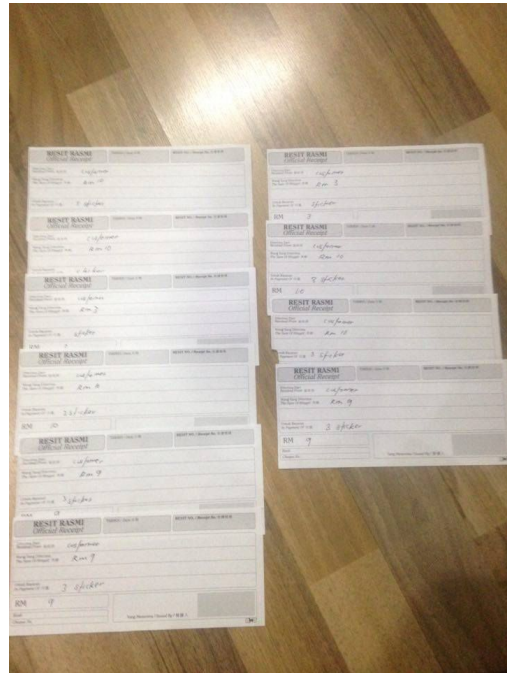
Wang Yang Diterima / The Sum Of Ringgit 零額 *RM 10*

Untuk Bayaran / In Payment Of 付票 *3 sticker*

RM *10*

Bank _____ Yang Menerima / Issued By / 發行人 _____

Cheque No. _____



13.2 Supplier's Receipt

SYARIKAT PERNIAGAAN MARIA
 (000668759-U)
 NO. 5, JALAN BUNGA MELOR 2/18
 40000 SHAH ALAM,
 SELANGOR.
 TEL: 03-55109131 FAX: 03-55118057
 GST ID: 021147174912

TAX INVOICE
 Doc No: CS00074225 Date: 30/11/2015
 Cashier: CALVIN Time: 22:46:00
 Salesperson: CALVIN Ref:

Item	Qty	S/Price	(GST) S/Price	(GST) Amount	Tax
2282902	1	24.06	25.50	25.50	SR
BLACK&WHITE BOARD 16"X24" BB0204					
Total Qty: 1					25.50
Total Sales (Excluding GST) :					24.06
Discount :					0.00
Total GST :					1.44
Rounding :					0.00
Total Sales (inclusive of GST) :					25.50
CASH :					50.00
Change :					24.50

GST SUMMARY				
Tax Code	%	Amt (RM)	Tax (RM)	
SR	6	24.06	1.44	
Total :		24.06	1.44	

PRINT EXPERT SDN BHD
 (989625-A)

NO 18, 20, 22, JALAN BUNGA TANJONG 2/16,
 40000 SHAH ALAM, SELANGOR
 TEL : 0178459551 / 0133389551
 FAX: 03-55107309
 GST ID : 000886677504

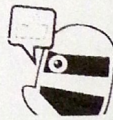
TAX INVOICE

Receipt #: CS00048099 Table: 559
 Staff: Date: 30/11/2015
 Cashier: USER Time: 23:52:00

Description	Qty	Price	Amt	Tax
A4 COLOR	11	2.80	32.85	SR
OTHERS	1	5.00	5.30	SR
Total:		12	37.95	
Total Sales (Excluding GST) :			35.80	
Discount :			0.00	
Total GST :			2.15	
Rounding :			0.00	
Total Sales (Inclusive of GST) :			37.95	
CASH :			50.00	
CHANGE :			12.05	

GST SUMMARY				
Tax Code	%	Amt (RM)	Tax (RM)	
SR	6	35.80	2.15	
Total :		35.80	2.15	

GOODS SOLD ARE NOT RETURNABLE, ITEM NOT COLLECTED
 MORE THAN 1 MONTH WILL BE DISPOSED



Mummy Design
 (SA0198902-U)
 5-1, Jalan PJS 11/28,
 Bandar Sunway, 46150, PJ
 Tel: 603 5611 9560
 (GST ID: 001695600640)

Mummy Design(SA0198902-U)
 5-1 & 7-1 Jln PJS 11/28, Bandar Sunway
 Subang Jaya, Selangor 47500
 Tel no:03-5611 9560
 (GST ID: 001695600640)

Simplified Tax Invoice

Inv No: **2979531**
 Table: **M02** 11/30/2015 05:49 PM
 # **0** 2979531
 Staff: Zoey

Qty	Item	Price
2	A3 Printing - Color	3.40
1	150gsm coated paper A2	13.21
Subtotal		16.61
GST		1.00
Total		RM 17.60
Payment		Amount
Cash		20.00
Cash		-2.40
Paid		17.60
	Net	GST
	16.61	1.00
	Gross	
	17.61	

 GST 6.00%

PRINT EXPERT SDN BHD
 (989625-A)

NO 18, 20, 22, JALAN BUNGA TANJONG 2/16,
 40000 SHAH ALAM, SELANGOR
 TEL: 0178459551 / 0133389551
 FAX: 03-55107309
 GST ID: 000886677504

TAX INVOICE

Receipt #	CS00041835	Table	384
Staff		Date	18/11/2015
Cashier	USER	Time	18:42:00

Description	Qty	Price	Amt	Tax
PC USAGE	1	1.20	1.27	SR
A4 COLOR	3	1.20	3.82	SR
STICKER A4 RM2.00	3	2.00	6.36	SR
Total			7	11.45

Total Sales (Excluding GST) : 10.80
 Discount : 0.00
 Total GST : 0.65
 Rounding : 0.00
Total Sales (Inclusive of GST) : 11.45
CASH 12.00
CHANGE 0.55

PRINT EXPERT SDN BHD

(989625-A)
 NO 18, 20, 22, JALAN BUNGA TANJONG 2/16,
 40000 SHAH ALAM, SELANGOR
 TEL: 0178459551 / 0133389551
 FAX: 03-55107309
 GST ID: 000886677504

TAX INVOICE

Receipt #	CS00047228	Table	192
Staff		Date	29/11/2015
Cashier	USER	Time	16:36:00

Description	Qty	Price	Amt	Tax
STICKER A4 RM2.00	24	2.00	50.88	SR
A4 COLOR	24	0.80	20.35	SR
CHARGE POTONG	1	5.00	5.30	SR
Total			49	76.53

Total Sales (Excluding GST) : 72.20
 Discount : 0.00
 Total GST : 4.33
 Rounding : 0.02
Total Sales (Inclusive of GST) : 76.55
CASH 90.00
CHANGE 13.45

GST SUMMARY

Tax Code	%	Amt (RM)	Tax (RM)
SR	6	72.20	4.33
Total :		72.20	4.33

SYARIKAT PERNIAGAAN MARIA
 (000668759-U)

NO. 5, JALAN BUNGA MELOR 2/18,
 40000 SHAH ALAM,
 SELANGOR
 TEL: 03-55109131 FAX: 03-55118057
 GST ID: 001147174912

TAX INVOICE

Doc No	CS00073657	Date	29/11/2015
Cashier	CALVIN	Time	16:11:00
Salesperson	CALVIN	Ref	

Item	Qty	S/Price	(GST) S/Price	(GST) Amount	Tax
955517041228	3	2.36	2.50	7.50	SR
RWT OFFICIAL RECEIPT NCR 2X25'S SWCS-					
Total Qty			3	7.50	

Total Sales (Excluding GST) : 7.08
 Discount : 0.00
 Total GST : 0.42
 Rounding : 0.00
Total Sales (Inclusive of GST) : 7.50
CASH : 50.00
Change : 42.50

GST SUMMARY

Tax Code	%	Amt (RM)	Tax (RM)
SR	6	7.08	0.42
Total :		7.08	0.42

GOODS SOLD ARE NOT RETURNABLE. THANK YOU.

13.3 Sponsorship Letter



TAYLOR'S UNIVERSITY

Wisdom · Integrity · Excellence

4th November 2015
CHARITY PROJECT
TARGET ENGINEERING CONSULTANTS-BENGHAZI
ADDRESS: TARGET ENGINEERING (KUWAIT STREET -BENGHAZI /LIBYA)

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We are writing today to ask you if you would consider donating 700 Malaysians ringgit to help support our event. We believe that your generosity would go a long way towards supporting the organization and their noble cause. If you need more information about our event or have any questions you may contact me at +60 019 656 0771.

We hope to hear from you soon.

Thank you.

Sincerely,

SEOW KOJI
Charity Drive Event Group Leader

 **TAYLOR'S EDUCATION GROUP**
• Taylor's University, Malaysia
• Taylor's College, Malaysia
• Garden International School, Malaysia
• Nexus International School, Malaysia & Singapore
• Australian International School, Malaysia
• Taylor's International School, Malaysia

Taylor's University Sdn Bhd
(Co. No. 149634-D)
No. 1, Jalan Taylor's, 47500 Subang Jaya,
Selangor Darul Ehsan, Malaysia.
Tel : 603-5629 5000
Fax : 603-5629 5001
Email : admissions@taylors.edu.my
www.taylors.edu.my

13.4 Letter from Organization

Al Akhlas School and Rohingya Refugee Centre

An Initiative by The Welfare and Human Capital Development Association Selangor
PERSATUAN KEBAJIKAN DAN PEMBANGUNAN MODAL INSAN SELANGOR Number Pertubuhan: PPM-002-10-25052012

12th of December 2015

Taylors University Malaysia

Attn: Serjeddin Ali Suliman, Seow Koji, Mohammed Haroon, Mohammed Fareez, and Farah Sham

Dear Taylors Fundraising Team,

We are writing to thank you and Taylors University for the very kind and greatly appreciated donation of RM2,349.00 for our new Rohingya Refugee School. Your donation will enabled us to begin our desperately needed renovation work to make the school function better.

You and your team at Taylors are welcome to visit us at the school in Salayang to see the kids enjoying the benefits of your donation.

Yours Truly



Mark Bayoud

Program Leader