



Curio Sdn Bhd, Marketing Department

Meeting minutes

Title: Marketing Plan 2019

Location: HQ Outlet

Date: 18 October 2018

Time: 3.40 p.m. - 6.40 p.m.

Attendees: Mr Zul, Mrs Haskina , Ms Najihah, Ms Hani, Ms Aishah

Agenda

- I. Discuss on marketing plan 2019.
- II. Make improvement of any ideas regarding the marketing plan 2019.
- III. Confirmation of overall concept, theme, pricing, date and services for promotion 2019.

Discussion

No.	Subject	Remarks
1.	Digital Marketing <ul style="list-style-type: none">➢ Pictures➢ Copywriting	<ul style="list-style-type: none">• Short video• Boomerang• Creative video• Post 2-3 pictures will be upload daily• Pictures: Manicure, pedicure, testimony, not only use picture from shutter stock• Upload more frequent at FB and IG• Highlight what product to be use and what technique use for the services• Mode of the pictures: Personality (interview, human's perception,

		<p>awareness, cleanliness, appearance, lifestyle)</p> <ul style="list-style-type: none"> • Moment (customer's in queue) • SOP for date to complete, publish, print and send to all outlets. • Each offline campaign must have 1 pictures. • Give pictures early to other outlet (3days early) • Special post will be doing even in any event • Daily post: feed greetings (quote, beauty, health)
<p>2.</p>	<p>Promotion General:</p> <ul style="list-style-type: none"> ➤ All promotion must have tagline ➤ Ms Aion: Create service code for online and offline promotion ➤ Each therapist must have 1 offline customer ➤ Separate grand total for offline and online ➤ Create countdown in excel for promo sales 	<p>January:</p> <ul style="list-style-type: none"> • No additional notes <p>February:</p> <ul style="list-style-type: none"> • Create name that represent coffee (e.g.: mocha, latte) • Increase the target for offline people <p>March:</p> <ul style="list-style-type: none"> • Do for online and offline • Compare price with other spa that use lavender scrub <p>April:</p> <ul style="list-style-type: none"> • Compare April in this year and last year (any changes in sale) • Maybe will insert Herbal Ball Compress • Promo for all outlets • Add promotion for Comforting Anti Callus Treatment for 2: RM100 • Insert theme and tag line • Provide angpao Raya <p>May:</p> <ul style="list-style-type: none"> • Week 1 & 2, focus on online

		<p>July:</p> <ul style="list-style-type: none"> Update Tagline: Kids don't need things; kids need parents to spend time with them <p>August:</p> <ul style="list-style-type: none"> Define product's ingredients Why use Jacuzzi, not shower <p>September:</p> <ul style="list-style-type: none"> Make confirmation about the pricing <p>October:</p> <ul style="list-style-type: none"> No additional notes <p>November:</p> <ul style="list-style-type: none"> More to awareness Focus on product and foot file <p>December:</p> <ul style="list-style-type: none"> No additional notes
3.	Additional notes	<p>i. Theme for Curio Anniversary February- Ampang: Turquoise July- Bangi: Watermelon October- Wangsa Walk: Purple</p> <p>ii. Should have signature for massage</p> <p>iii. Provide Angpao Raya</p>