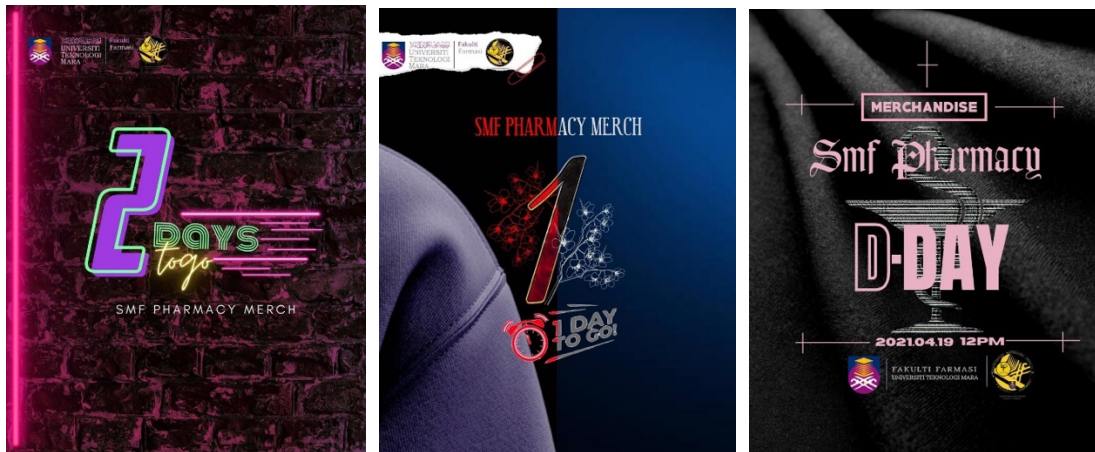


Merchandise project 2021

Merchandise project is a successful project that required cunning business skills, teamwork and great insight regarding to customer perspectives from the team merchandise which organized by Bureau of Entrepreneurship from Sekretariat Mahasiswa Fakulti (SMF) Farmasi and also other students from our faculty. **We managed to sale 193 pieces of our faculty merchandise and raised RM636.93 for Pertubuhan Kasih Umat Malaysia Ustaz Ebit Liew.** This business based project started on the 1st of June 2021 and ended by 25th August 2021. Our brand new Faculty of Pharmacy logo is one of the big reasons and encouragements for us upon building a strong product value for the community of this faculty. The purpose of this project was to foster intense leadership and communication skills among program committee members. For the main value, the project also trains committee members to plan and carry out the project and provides exposure under business and marketing circumstances. At the same time, it can also strengthen the knowledge and ability of students in the field of business at the university level before becoming a pharmacist officially and learn how to grab the chance out there to become a successful entrepreneur.

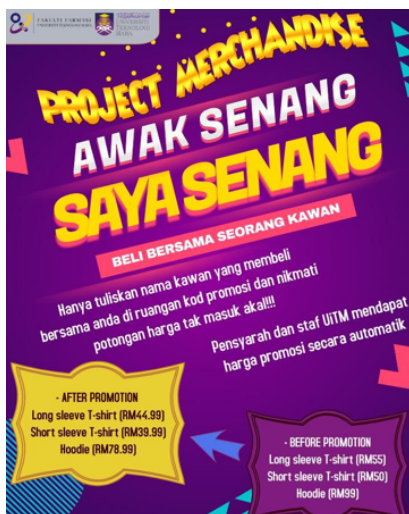
The media and posters start to be posted around social media with the countdown of the merchandise pre-order official opening. The dates and timings were supervised and designed by our Program Bureau. Special thanks to our Secretary and Program Deputy Director for preparing the paperwork since this project was only an idea.



1. Countdown

1st June – 3rd June 2021

2 days before the release of microfiber t-shirts and hoodies designs, we share the countdown posters such as '2 days left, 1 day left and D-day' to give exposure for our beloved prospects; students, alumni, lectures, staffs and public on the release date of the merchandise. The design ideas come from Team Merchandise Multimedia Bureau and voted by SMF committee members as confirmation and agreement before we hired our designer to make our mockups look more professional and great for marketing. The microfiber t-shirts were designed by Asiatee Printing Studio while hoodies are designed by Zaxaz.co. This countdown acts as gimmicks and teasers.



SIZE CHART HOODIE

SIZE PREMIUM HOODIE (300gsm)

SIZE	XS	S	M	L	XL	2XL	4XL (limited)
Shoulder	17	18	19	20	21	22	22
Chest (PI)	38	40	42	44	48	50	52
Length	24	25	26	27	29	29	33

Note: Size 4XL is limited for black edition only

SIZE CHART MICROFIBER TSHIRT

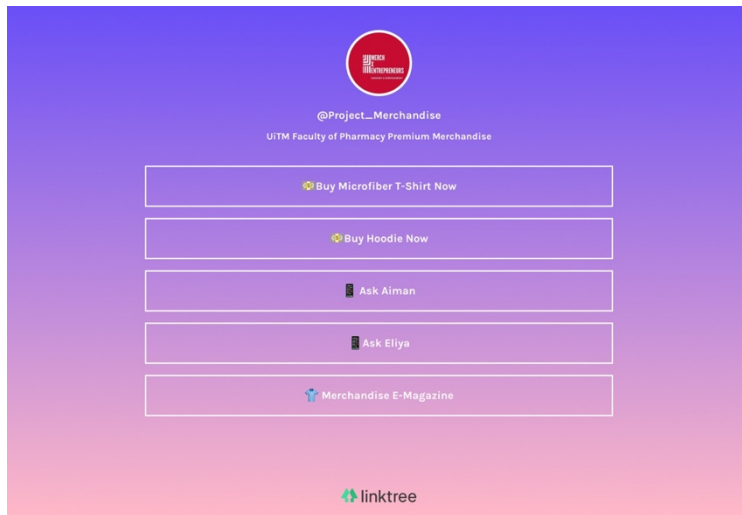
SIZE	CHEST	BODY LENGTH	SLEEVE
XS	36"	26"	7.5"
S	38"	27"	8"
M	40"	28"	8.5"
L	42"	29"	9"
XL	44"	30"	9.5"
2XL	46"	31"	10"
3XL	48"	32"	10.5"
4XL	50"	33"	11"
5XL	52"	34"	11.5"

SIZE MEASUREMENT IN INCHES

2. Open for pre-order

3rd June 2021

Our team put out the posters and copywriting on public regarding to our merchandise designs, the sizing charts, promotion price and the charity event that we planned alongside the business project. The donation then will be transferred fully to Pertubuhan Kasih Umat Malaysia bank account.



Linktree: Our Main link to Everything

On the same date, we also start taking orders from the students, alumni, lecturers, and staff using google form which the link was distributed by the teams. Our promotion price can be indulged by putting your friend's name who is also buying the merchandise. You can save a fortune when you invite your friend to buy the merchandise together. While, the lecturers and staffs will automatically get the promotion price as it is an appreciation token from us. Our Team Merchandise Public Relation Bureau also play an important role to contact other universities that are closely related our faculty of pharmacy to increase the sale since day one.

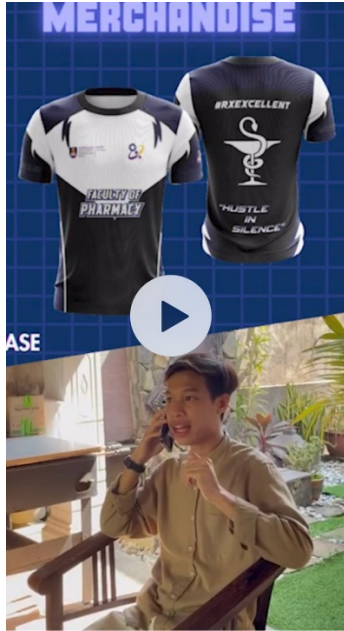
The Universities that Public Relation Bureau contacted are:

1. Diploma In Science Faculty of Applied Science UiTM
2. Diploma in Pharmacy UiTM
3. Faculty of Pharmacy UM
4. Faculty of Pharmacy UKM
5. Faculty of Pharmacy USM

And not forget to mention, many other Private and Government Higher Educational Institutions.

4th June 2021

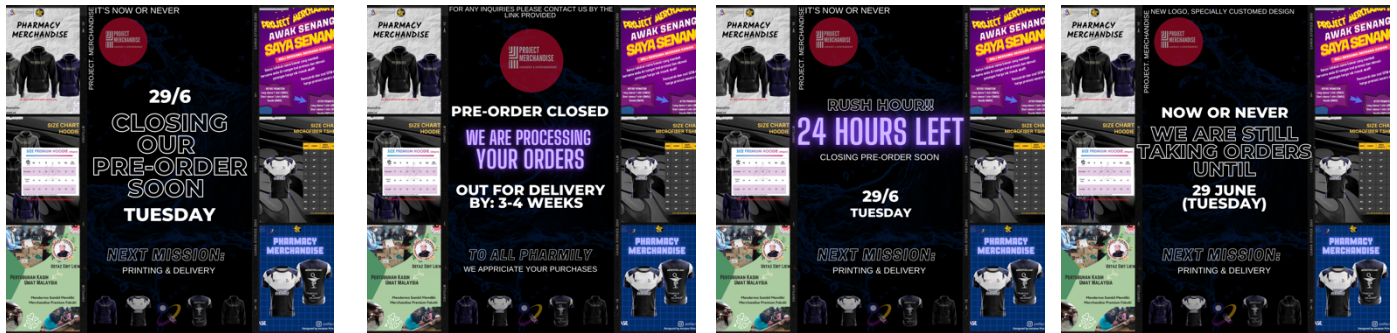
We broadcasted the close-up video of the microfiber t-shirts and hoodies design to give a special first impression and review for our audience.



Collaboration of MPPs and Merchandise Team

11th June 2021

We broadcasted promotion video of the merchandise casted and promoted by MPP Roshartina and Former MPP Anwar to encourage more engagement and buyers. They did very well and their explanation is clear, engaging and successful. They encourage students to own our specially custom made merchandise as they symbolise Faculty of Pharmacy identity. The new logo of faculty of pharmacy was unofficial before the Project of Merchandise. Thankfully with the cooperation and approval by our beloved Dean; Assoc. Prof. Dr. Shariza Sahudin, Our coordinator; Dr. Hasseri Halim also from the help of our Deputy Dean of Student Affairs; Dr. Aida Azlina Ali and MPP Roshartina. We managed to make this logo as a special aspect of our faculty brand new merchandise.



29th June 2021

3. Order Closed

It was the last day to purchase the merchandise before the google forms are closed. The copywriting and posters are blasted for the last time.

1st July 2021

Treasurer collects and sorts the orders using excel according to design, colour and size. Some orders might not have complete their information and addresses, so our customer service team contact our customers to complete the order and settle any related issues.



30th July 2021

On this date, both merchandises were expected to be fully manufactured by suppliers and postage were arranged by the team Merchandise.



25th August 2021

4. Postage phase

The postage phase begins, our customer service team; Aiman zuki and Eliya is ready to receive any complaints, questions, and be a helping hand for our beloved customers upon receiving their parcels. During this project, we only received three complaints and we are able to resolve them without causing any loss on our income sheet. We are really thankful for the fruitful negotiation between customer and customer service team as it was constructive and the best solution able to be achieved. We also collected some of their feedback and picture with them wearing our faculty Iconic Merchandise.

8th September 2021

5. Donation to Pertubuhan Kasih Umat Malaysia Ustaz Ebit Liew

DuitNow Confirmation (Step 3 of 3)	
Transaction Status	
Status :	Successful
Date / Time :	08-Sep-2021 21:48:11 MYT
Reference Number :	147491857452
Transfer Details	
From Account :	Savings Account - 08068020822414 MYR
Transfer To :	Account Number
Transfer Type :	Fund Transfer to Savings/Current
Transfer Amount :	MYR 670.93
Transfer Mode :	Immediate
Recipient Details	
Recipient Bank :	CIMB Bank Berhad
Recipient Account :	8603546376
Recipient Name :	PERTUBUHAN KASIH UMAT MALAYSIA
Recipient Reference :	SMF FAKULTI FARMASI
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<https://www.bankislam.com.my/welcome/index> 1/1

Feedback & Customer Pictures:

