

EMPLOYER PROJECT REQUIREMENTS AND SPECIFICATION DOCUMENT

PROJECT TITLE: BRANDING		
PROJECT DURATION in WEEKS: 15 weeks Project Kick-off Date: August 2012		
PROJECT KEY STAKE HOLDERS	NAME EMPLOYER	INTI (Consultant)
Eskayvie Sdn Bhd 43, Laman Seri Business Park, Section 13, 40100 Shah Alam, Selangor Tel : 03 5511 1050 Fax : 03 5511 1060 www.eskayvie.com	Nashwah Zainal nashwah@eskayvie.com	To be provided after scope of project is received from company
Main Deliverables and Date		

1. ABOUT THE COMPANY

Eskayvie is a biotechnology company, focusing on health & beauty and general well-being. Our products are formulated by our own CEO.
They are Redianze, Reverse, Nutrelle, Afeeya Café & Afeeya Liniment Spray.

2. THE PROBLEM STATEMENT

CHALLENGE:

1. Brand Awareness
 - a. Online Purchase
 - b. Identification of Target Group
2. Creative Sales Campaign
 - a. Social Media
 - b. TVC & Radio
 - c. Magazines

ACTIVITIES AND TIMELINES:

- A. Market Survey (4 weeks)
 - 1. Conduct market survey at site locations e.g. shopping malls
 - 2. Compile data and provide preliminary analysis of findings
 - 3. Prepare presentation to management
 - 4. Propose solutions

- B. Sales Campaign I (4 weeks)
 - 1. Compile data and provide preliminary analysis of campaign I
 - 2. Prepare presentation to management

- C. Sales Campaign II (4 weeks)
 - 3. Compile data and provide preliminary analysis of campaign II
 - 4. Prepare presentation to management

DELIVERABLES:

- 1. Outcome
 - a. Focus group/online survey/on-the-ground market needs feedback survey
 - b. SWOT analysis of different needs of target users
 - c. Feedback on sales campaign

3. EXPECTED TECHNICAL SKILL SETS REQUIRED:

- a. Research and Methodology
- b. Measurement Data
- c. Presentation Skills.

4. OTHER JOBS AND RESPONSIBILITIES IN THE COMPANY

The intern will work closely with the Sales & Marketing in planning & budgeting and also assisting in events.

The End