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## **IIUM STUDENT UNION**

**2022/2023 SESSION**

### **PROPOSAL ON**

# **STUDENT UNION PREMIUM CARD**

### **ORGANIZER:**

Office of Entrepreneurship and Corporate Relation 2022/2023

### **IN COLLABORATION WITH:**

Office for Communication, Advocacy and Promotion 22/23

## **1.0 INTRODUCTION**

In the name of Allah, The Most Compassionate, The Most Merciful. Praise be to Allah, Lord of the universe; praise and salam upon His Final Prophet, Muhammad (p.b.u h.).

Established In 2019. IIUM Student Union as the highest student body at IIUM exists to protect the interests of the students at the university and represent their voice in relation to other entities in the education ecosystem and society in general. We believe in becoming the champion of IIUM students' voices by advancing student representation in policymaking of the education institution and advocating for student autonomy in benefiting the community.

The purpose of this proposal is to introduce IIUM Student Union Premium card as proper identification for IIUM community. It is to acknowledge that the card holders are entitled to receive and utilize perks that have been discussed between IIUMSU and the companies.

## **2.0 PROJECT BACKGROUND**

IIUM Student Union have been proactive in serving the students with their best interest as our main goal. As a result, we have approached businesses that students frequently visit. We provide the firm with the market that cater to over 20,000 students spread over three campuses (Gombak, Pagoh and Kuantan) in return for exclusive discounts and promotions for SU Premium card holders.

With the availability of these platform, we see an opportunity to utilize these available resources and earn passive income for the sustainability of the IIUM Student Union. The above-mentioned promotions will be carried out through the social media platforms of the IIUM Student Union namely: Facebook, Twitter, Instagram.

## **3.0 PROJECT OBJECTIVES**

The objectives of the SU Premium card are as follows:

- 1 To provide students with access to goods and services at an affordable price.
- 2 To build good connections with companies for corporate purposes.
- 3 To create a passive income for IIUM Student Union as this project will be held recurringly.
- 4 To make IIUMSU as a strategic partner in the corporate world.
- 5 To establish IIUMSU as an effective and efficient platform for companies to market their goods and services.

## **4.0 OFFICIAL CARD DESIGN**

Appendix A

## **5.0 ESTIMATED BUDGET**

Appendix B

**6.0 MARKETING AND PROMOTION TIMELINES**

Appendix C


**7.0 SUPPLIER DETAILS**

Appendix D

**8.0 CONCLUSION**

In conclusion, it is hope that cooperation from relevant offices could be given to achieve the objective of the project. With strong support from the IIUM Student Union, we believe this project could be a solution to provide the union with a sustainable income. Last but not least, it is also our hope that IIUM Student Union Premium Card project would bring benefits not limited to IIUM Students but also to revitalize the economic environment of other communities.

**9.0 APPROVAL**

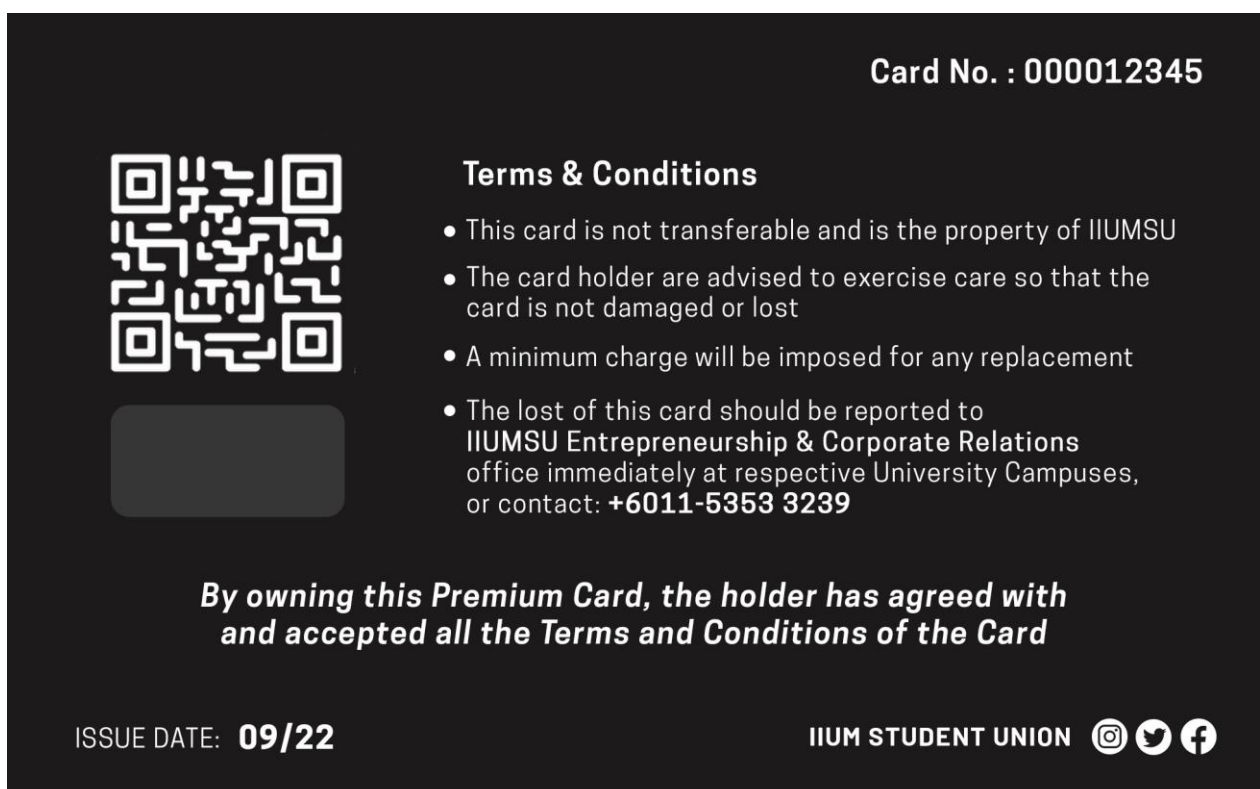
<p><b>Prepared by:</b></p>  <p>Aaliah Rafee, Secretary, Office of Entrepreneurship &amp; Corporate Relation IIUM Student Union 22/23</p>	<p><b>Supported by:</b></p>  <p>Fiza Zulaikha Binti Shamim, Head of Corporate Relation, Office of Entrepreneurship &amp; Corporate Relation IIUM Student Union 22/23</p>
<p><b>Recommended by:</b></p>  <p>Hanum Attartila, Officer of Entrepreneurship &amp; Corporate Relation Gombak IIUM Student Union 22/23</p>	<p><b>Recommended by:</b></p>  <p>Mairah Aris, Officer of Office for Communication, Advocacy and Promotion Gombak IIUM Student Union 22/23</p>
<p><b>Recommended by:</b></p>  <p>Ameer Ushidee, Officer of Entrepreneurship &amp; Corporate Relation Kuantan IIUM Student Union 22/23</p>	<p><b>Recommended by:</b></p>  <p>Nurulain Farhanah Binti Ridzuan, Officer of Office for Communication, Advocacy and Promotion Kuantan IIUM Student Union 22/23</p>
<p><b>Recommended by:</b></p>  <p>Taufik Zulkafli, Officer of Entrepreneurship &amp; Corporate Relation Pagoh IIUM Student Union 22/23</p>	<p><b>Recommended by:</b></p>  <p>Hafizeen Ayuni, Officer of Office for Communication, Advocacy and Promotion Pagoh IIUM Student Union 22/23</p>

**Checked by:**

Nazifah Binti Ibrahim  
Secretary  
IIUM Student Union 22/23

**Authorized by:**

Alif Naif  
President  
IIUM Student Union 22/23

**Appendix A****OFFICIAL CARD DESIGN****FRONT****BACK**

**Appendix B****ESTIMATED BUDGET****EXPECTED EXPENSES**

<b>NO.</b>	<b>UNIT</b>	<b>ITEMS</b>	<b>QUANTITIES</b>	<b>PRICE/UNIT (RM)</b>	<b>TOTAL (RM)</b>
<b>1</b>	<b>Publication</b>	<b>Matte ID card</b>	<b>400</b>	<b>8</b>	<b>3,200</b>
<b>2</b>	<b>Promotion</b> <b>*Refer to the price quotation given by supplier – without design</b>	<b>Huge Banner</b> <b>Flyers (A4)</b> <b>Posters (A3)</b> <b>Bunting</b>	<b>3</b> <b>300</b> <b>150</b> <b>6</b>	<b>*Refer to the price quotation given by supplier – without design</b>	<b>780</b> <b>261</b> <b>750</b> <b>145</b>
<b>3</b>	<b>Miscellaneous (With design)</b>				<b>100</b>
<b>TOTAL EXPENSES</b>					<b>5,236</b>

**EXPECTED INCOME**

<b>NO.</b>	<b>SOURCES</b>	<b>QUANTITIES</b>	<b>PRICE/UNIT (RM)</b>	<b>TOTAL (RM)</b>
<b>1</b>	<b>IIUM Student Union Premium Card sales</b>	<b>400</b>	<b>17</b>	<b>6,800</b>

Early bird price is RM17

Normal price is RM22

**EXPECTED PROFIT**

<b>NO.</b>	<b>EXPENSES</b>	<b>INCOME</b>	<b>TOTAL (RM)</b>
<b>1</b>	<b>-5,236</b>	<b>+6,800</b>	<b>+1,564</b>



## QUOTATION

**Wadi Budi Building,**  
(International Islamic University Malaysia),  
53100 Kuala Lumpur,  
Selangor,

Date : 25/11/2022  
QUO. No : QUO-00052  
INV. No :  
O.R. No :  
Our Ref :  
Page : Page 1 of 1

Attn : **Office of Entrepreneurship and Corporate Relation**, IIUM Student Union  
Contact : **+60 11-2160 5878** (Secretary of Office of Entrepreneurship and Corporate Relation  
IIUM Student Union)

No	Description of Items	Unit Price (RM)	Quantity / Units	Price (RM)
1	<b>HUGE BANNER</b>			
	• Material : Tarpaulin, 380gsm	260.00	3	780.00
	• Size : 3meter x 4meter			
	• Finishing : 4 x eyelet + rope			
2	<b>FLYERS</b>			
	• Material : Art Paper, 128gsm		300	261.00
	• Size : A4			
	• Print : Color - 2 sided			
3	<b>POSTER</b>			
	• Material : Synthetic		150	750.00
	• Size : A3			
	• Print : Color			
4	<b>BUNTING</b>			
	• Material : Tarpaulin, 380gsm		6	145.00
	• Size : 2ft x 6ft			
	• Finishing : PVC			



	*Price <b>NOT</b> including Design			
	*Price for normal production within <b>3 working days</b>			
			<b>TOTAL</b>	<b>1,936.00</b>

**Terms & Conditions :**

- Pricing in Ringgit Malaysia
- Goods sold are not returnable
- 50% deposit required upon order confirmation
- Delivery within 14 days
- Cheques should be made payable to **BRO PRINTING SDN BHD**  
(Maybank Account No. 562209649989)

Authorized Signature,  
for **BRO PRINTING SDN BHD**



**NURSHAHIRAH BINTI ISMAIL**  
Finance Executive

Email : shahirah.brooffice@gmail.com  
Tel : 013 626 2792

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**Appendix C**

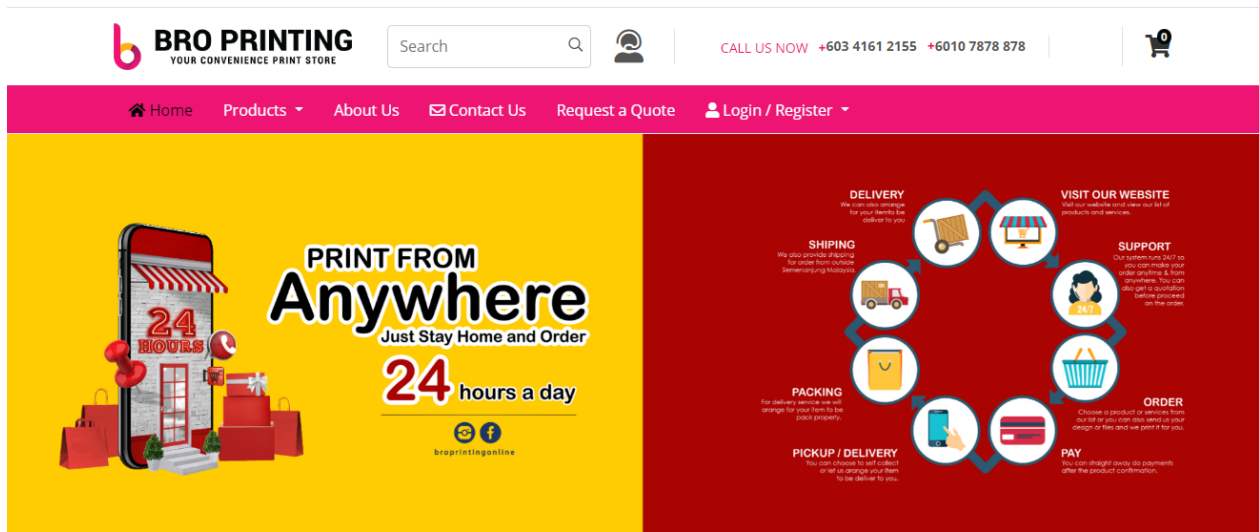
<b>MARKETING AND PROMOTION TIMELINE FOR GOMBAK AND KUANTAN</b>		
<b>Date (2022)</b>	<b>Plan</b>	<b>Details</b>
<b>22<sup>nd</sup> – 26<sup>th</sup> Nov (5 Days)</b>	<b>Announcements of IIUM Student Union Premium Card launching through online and physical means</b>	<b><u>ONLINE:</u></b> OCAP to promote through social media platforms  Videos- small sketch of the benefits of IIUM Student Union Premium Card  <b><u>PHYSICAL:</u></b> To set up banner To set up booth To set up buntings Giving Flyers Distributing Posters
<b>27<sup>th</sup> Nov</b>	<b>Sending orders to supplier</b>	<b>Sending excel sheets to supplier</b>
<b>28<sup>th</sup>-30<sup>th</sup> Nov</b>	<b>Sending email to students</b>	<b>To encourage students and join WA group for updates and customer service purposes</b>
<b>1<sup>st</sup> Dec</b>	<b>Expected first distribution</b>	<b>Distribution will be happening simultaneously across campuses</b>

<b>MARKETING AND PROMOTION TIMELINE FOR PAGOH</b>		
<b>Date (2022)</b>	<b>Plan</b>	<b>Details and Reasonings</b>
<b>5<sup>th</sup> – 14<sup>th</sup> Dec (10 days)</b>	<b>Online promotion</b>	<p>22nd - 26th are not suitable for promotion week because of mid semester break.</p> <p>Students might miss the promotion because they are busy with things at home (e.g.: spending time with family &amp; friends).</p> <p>Plus, most students are not alert with news from any societies when they're on break.</p>
<b>15<sup>th</sup> – 17<sup>th</sup> Dec (3 days)</b>	<b>Physical promotion</b>	For Pagoh campus, we cannot easily set up booths for physical promotion. Therefore, the only time we can promote this premium card physically is during these dates because of an upcoming event in Pagoh.
<b>18<sup>th</sup> Dec</b>	<b>Sending orders to supplier</b>	
<b>19<sup>th</sup> – 21<sup>st</sup> Dec</b>	<b>Sending email to students</b>	
<b>22<sup>nd</sup> Dec</b>	<b>First distribution</b>	

**Appendix D**

Official website:

<https://www.broprintingonline.com/>



Location:

55 GF, Jalan Negara, Taman Melawati, 53100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur