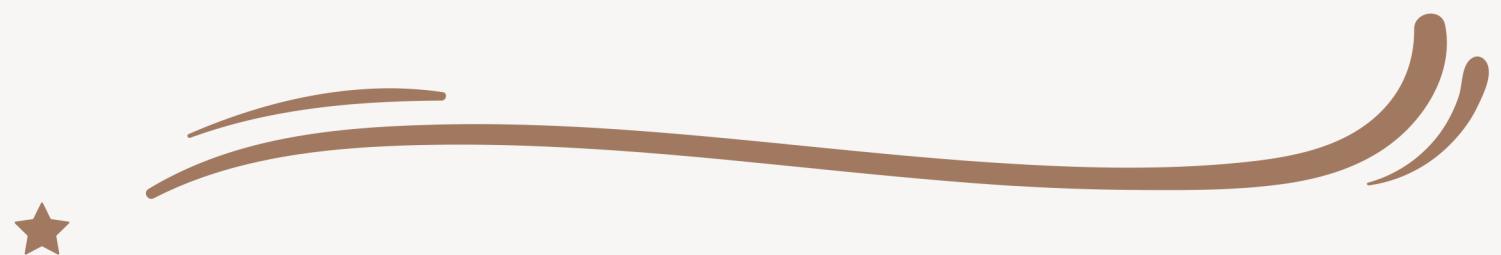




TRƯỜNG ĐẠI HỌC FPT

PROPOSAL REPORT

TREAT YOUR PET



BÙMCHÍU TEAM
SSG104-Ms.Ngọc Huyền

CONTENT

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2. Introduce Project
3. Details Proposal
4. Market Analysis
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Introduce Group Member

BÙMCHÍU TEAM



1. Nguyễn Minh Quân - SE171433
2. Nguyễn Duy Dương - SE171453
3. Lâm Thanh Quốc Thắng - SE171415
4. Lâm Quang Hưng - SE171422
5. Mã Tuấn Trường - SE171420
6. Võ Trọng Nhân - SE171411

INTRODUCE PROJECT



Treat Your Pet is a project that sells T-shirts, implemented to spread the message of let's love, care together, and join hands to create a more positive and happier life for animals in deserving circumstances, especially dogs and cats through fund raising for animal

3. Details Proposal

NBs	Date	Task	Executor	Detail
1	11/5 to 14/5	IDEA	All members	Topic, Name of project
2	15/5	Create Website	Trọng Nhân	Post the T-shirt model, where to order and receive orders
3	16/5	Write content	All members	Apply for funds to support the work of buying and designing shirts
4	17/5	Looking for groups that support cats and dogs	Tuấn Trường	Message the admins for support and post moderation for the project
5	18/5	Searching for Shirt Factory	Duy Dương, Tuấn Trường, Minh Quân, Quang Hưng	Check fabric quality in factories
6	19/5	Create Fanpage	Quốc Thắng	Profile photo, cover photo and content for the post

3. Details Proposal

NBs	Date	Task	Executor	Detail
7	20/5	Search Print Studio	Quang Hưng, Minh Quân	Check print materials and prices
8	22/5 to 25/5	Proposal writing and print design	All members	Divide each person's writing, prepare for the presentation and finalize the print
9	26/5	Proposal Censorship	All members	Read together, check each other's parts to correct, and review each person's presentation
10	27/5	Closing the sale price	All members	Discuss the total amount of money taken and printed, then calculate the selling price
11	28/5	Browse presentations	All members	Carefully review each presenter so that there are no mistakes

Market analysis

- **Market size:** The product is mainly focused on FPT University and a group of friends who love dogs and cats across the country
- **Market segment:** Products in the mid-range segment compared to other active T-shirt brands, the price will be suitable for students who do not have too high financial resources
- **Customer file:** You have fashion needs and are young people have a special interest in dogs or cats, and want them to have a better life.

Market analysis

- **Competitors**: The clothing market has strong competition from big shops, with high prices per shirt.
- **Distribution channel**: The shop combines offline and online sales. Using social platforms to reach more young people, the shop also has a Website and FanPage so you can order and have the best experience.
- **Message**: The shop's message will help abandoned cats and dogs have a better life, not only by buying clothes like other shops, but you can also help them by buying our T-shirt

**Support for
foster
expenses**

**Facilitating
adoptions**



Benefits

**Raising
awareness
and
education**

**Build a
support
network**

Timeline



8/5-14/5

Choose a
project

15/5-21/5

Find
investors

22/5-4/6

Make
proposal

5/6-18/6

Sell T-shirt in
FPT university

19/6-2/7

Sell T-shirt in
Vinhomes

3/7-9/7

Achieve goals

10/7-15/7

Donation to
Cho Ta group

16/7

Wrie a report



Marketing Plan

Target

- ▶ Expected Sales : 120 T-shirts
- ▶ Selling more than 30 T-shirts each week.

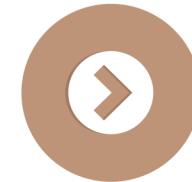
Marketing Plan

Charity Cause

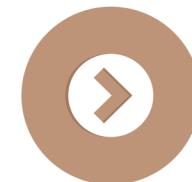
- » Making a positive on the lives of dogs and cats in need
- » Copartner and raising funds for: Cho Cua Chung Ta

Marketing Plan

Design



A cute and adorable



Two primary tone colors: Black and White

Marketing Plan

Content Creation



Generate unique and compelling content



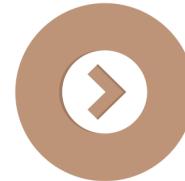
Share meaningful messages



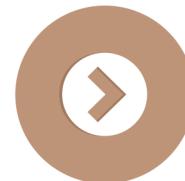
Encouraging people to purchase T-shirt

Marketing Plan

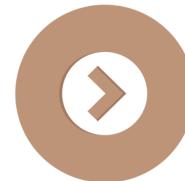
Utilize social media



Use Facebook to advertise and share project information



Fanpage: Bùm Chiu Store



Encouraging people to purchase T-shirt

Marketing Plan

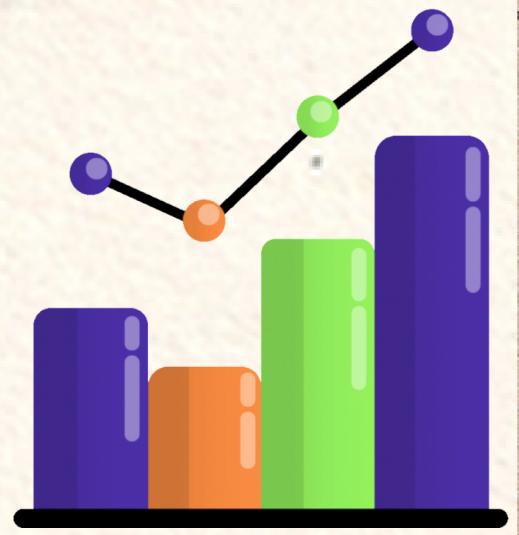
Management and Delivery

- » Established a dedicated landing page
- » Offer convenient payment and shipping options



Finance

- **The total cost:** 9 millions
- **Factory price:** The total price fluctuates between 80,000 and 85,000 each T-Shirt.
- **Selling price:** Our team decided the price for each T-shirt is 139,000.
- **Expected profit:** Selling all 120 shirts will make a profit of 16,680,000 . Recovered capital of 9,000,000 and had a charity fund of 7,680,000 .





Conclusion

CONTACT INFO



Bùm Chiu Store

@bumchiulocalbrand · Tổ chức phi lợi nhuận

Chỉnh sửa nút Gửi tin nhắn





THANK YOU FOR LISTENING