

## **Ideas for Proposal Topics:**

### **PR/ BC/ Hospitality**

- 1) Event planning - Help the company to organise a fund-raising event
- 2) Crisis management – Step by step proposal to manage a complaint from a client that has gone viral
- 3) Film production – Proposal to shoot a video at a particular location.

### **Investment/ Finance/ Business/Commerce/ Economics**

You are working for a private venture capitalist who is looking at investing food franchise/food manufacturing licensing in Malaysia. Write a proposal to the board to propose which franchise to invest in taking account into the market analysis, financial projection, business case, distribution, logistics, global economics etc.

### **Marketing/Business/ Advertising/ Retail Management/ Accounting/ Banking**

- 1) Your company is affected by the lockdown caused by the pandemic is 2020. With all the restrictions in place, sales have dropped tremendously. Your team has been tasked to work on a plan to overcome this financial crisis faced by your company. Present your ideas to the board.
- 2) You are a project manager at Loob Holdings Sdn Bhd and Tealive, a brand under Look is launching the new Spicy Boba Cup Noodles. Your team is in charge of planning a roadshow to market this new cup noodles by Tealive. Write a proposal on your marketing plans for this product and include all details of the roadshow that your team will be organising.

### **Science/ Bioscience/ Chemistry/Physics/Sports**

- 1) Organise a roadshow/event/talk -to convince more people to register for vaccination/ -to educate parents on medication and drugs/ - to educate children to lead a healthier lifestyle
- 2) Help your company to sell a new slimming pill to the market.
- 3) Help your company to promote a new type of medication for diabetic patients.
- 4) Sell and promote a new eco-friendly product that you have developed.

### **Internet Technology/ Software Technology/ Information Systems**

- 1) Help build a software system to improve the current MySejahtera App to help ease the vaccination process
- 2) Organise a workshop to teach coding to children
- 3) Build a new video game for your company and sell it.