

Digital Campaign PROPOSAL

NMC251 - Web Content Development
MC111 3A



Fath Empire

Supervised by:

TS HAJI MOHD
HILMI BAKAR

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Introduction

WHAT IS A WEBSITE?

A website is a helpful tool to further a business' reach into the digital world. For growing small businesses, a simple website can establish the business' presence in the market. Also, a website compiles all the information regarding products and services in an organized manner.



WHY DO YOU NEED A WEBSITE ?

For FathEmpire's, a website is capable of providing a platform to expand the business to a bigger audience reach. A website will increase FathEmpire's business credibility and legitimacy to their customers. This is because people these days turn to Google to find answers to their questions. Creating a central location to store FathEmpire's address, contact number, and products list with prices will open the door for people to find your business online. A website will represent FathEmpire's identity in the digital space for all potential customers to look out for.

About Us

We are a group of talented young minds from UiTM Alor Gajah, Melaka.

We are students in the third semester of the Diploma in New Media Communication and Contentpreneurship programme at the Faculty of Communication and Media Studies. Previously, we have studied photography and animation alongside web development and entrepreneurship studies.

In the past two semesters we have completed numerous creative and entrepreneurial projects related to social media and web content. For this particular subject, our respective lecturer, Sir Mohd Hilmi Bakar, has given us the task of creating an excellent and responsive website with engaging information to publish on your website and social media platforms.



What we



Create a website

We will develop a website by using Wordpress.com as well as secure a proper domain for the company. The website will be informational about the company's products and redirect the reader to another e-commerce platform.

Creative Content

We will create & post social media content on Instagram and Tiktok including promotional videos maximum of 1 minute.



About our Client

In this project, we work with a company called FathEmpire, owned and founded by Fathul Khuzaifi bin Mohd Fuad. Fathul is a student who starts his own small business to support his family. The owner is a student at USPI Tanjung Malim taking Diploma in Entrepreneurship.

The company was first established since the 24th March 2022. The FathEmpire company sells mostly fabric perfumes, and the last owner of the original perfume company gifted Fathul his company, which has now merged with Fathul's. In addition to perfume, FathEmpire also offers beautiful planners and T-shirts for their customers. Additionally, FathEmpire offers T-shirt orders for various designs, such as jerseys.

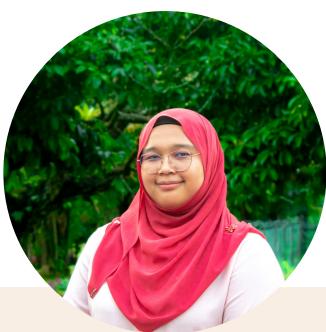
To market its products, the company uses social media, including Instagram, Tiktok, Facebook, and WhatsApp to receive orders. The company's Instagram account is called @fathempire_ and has garnered 7295 followers with 28 posts that were last updated on November 18, 2022. Having just launched their official Tiktok account, the company has already gained followers and orders from the Tiktok market.

Our Team



PROJECT ADVISOR

SIR KAHIRI



PROJECT
MANAGER & PHOTO
DIRECTOR

Sofea binti Lalith
Shamshir



Vienna Easter
Matanjang

SOCIAL MEDIA
MANAGER & CONTENT
CREATOR

CONTENT WRITER
& CONTENT
CREATOR



Syahmin Binti
Semsubhari

Nurul Amira binti
Ahmad Lutfi



Our Objectives

- The goal is to publish a good website by the end of January that leaves a memorable impression on a total of 500 visitors for FathEmpire's products.
 - Increase the number of followers on Tiktok & Instagram by 100 followers.
 - To promote FathEmpire's products on every social media Tiktok, Instagram & Facebook throughout the semester.
 - To gain 10% more customers to buy FathEmpire's products to clear the stocks at the end of the semester.
-

Target Audience

FathEmpire is a growing company that sells different types of products such as perfumes, planners, and T-shirt printing. For this project, we will mainly focus on marketing their fabric perfumes. Hence, we are expected to attract customers that are students who are living in Selangor, KL or Perak. Our company relies heavily on our social media accounts such as Tiktok, Instagram and Facebook. We market our products at an affordable price so that everyone can enjoy the delicate quality of our product.

- Students who are living in Selangor, KL or Perak
- Age: 18-25 years old
- Gender : Female
- Religion : Muslim
- Race : Malay
- Likes perfume, flower scents

Consumer's *persona*



Personal Background

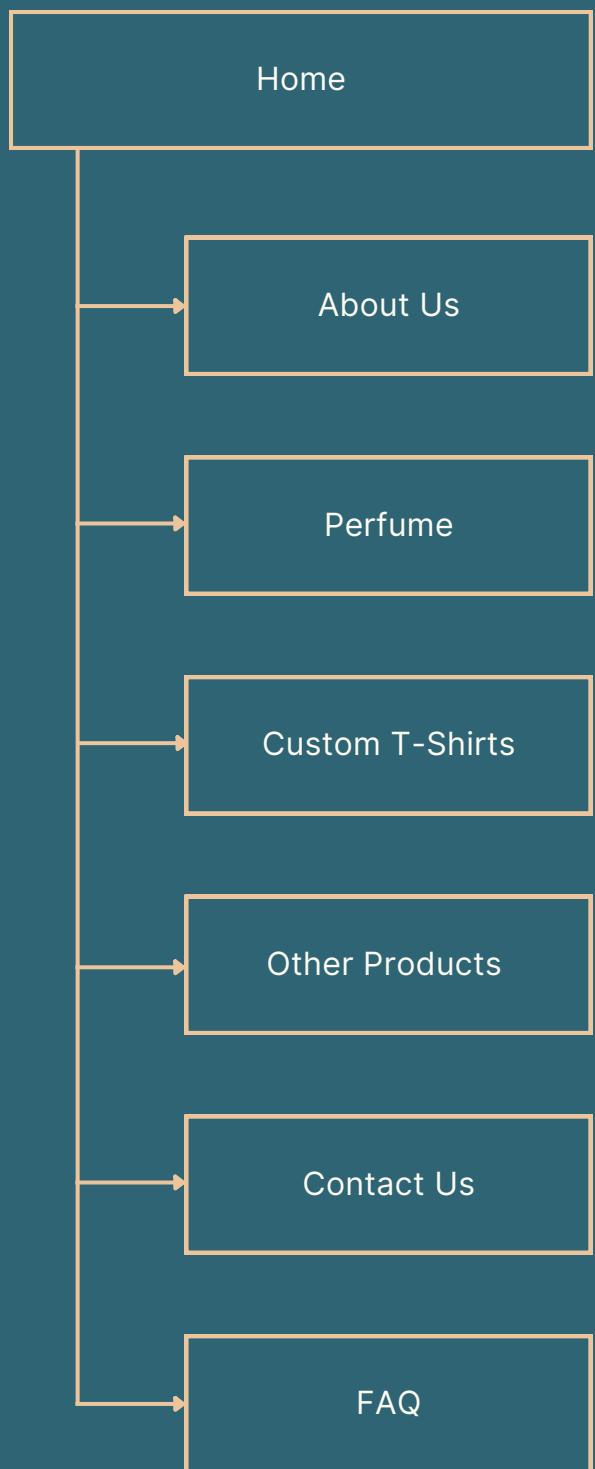
Name : Fatin
Gender : Female
Status : Single
Occupation : Degree student
Race : Malay
Religion : Muslim

Lifestyle

- Likes fresh flower scents.
- Healthy lifestyle.
- Dislikes the smell of cigarettes.



Navigation Architecture



Website Templates

Template 1

The screenshot displays a website template for a technology assistance company named Ciesto. The header features a large, dark banner with the company logo and navigation links for HOME, SERVICES, BLOG, and CONTACT US. Below the banner is a large, high-quality photograph of several people working together at a desk with multiple laptops and tablets. A dark overlay box contains the text "PROFESSIONAL TECHNOLOGY ASSISTANCE" and the tagline "We make technology accessible!". A "BOOK ONLINE" button is also present. The main content area is titled "ABOUT US" and includes three sections: "Technical Experience" (illustrated with a circuit board icon), "High ROI" (illustrated with a bar chart icon), and "Looking Ahead" (illustrated with a binary code and AI icon). Each section contains a brief description of the company's services. Below this is a "SOCIAL" section featuring icons for various social media platforms. A grid of six smaller images shows people using VR headsets, working on computers, and interacting with data. The "THOUGHT LEADERSHIP" section features a grid of five articles with titles like "Conferencing Solutions for Small Businesses" and "Identifying Phishing Scams". At the bottom, there's a "SUBSCRIBE" form with a "SIGN UP" button and a note about getting 10% off. The footer contains a "REVIEWS" section with three positive reviews from users like "Start-up Support" and "Security Experts".

Template 2

Home Our Stylists FOXBAR Services Contact Us

Hair Coloring
Natural colors or pastel hues, our technicians can mix it up.

NEW! Online Consultations
Virtually get advice and direction on cutting, coloring and styling your own hair at home!

Cuts
Fresh cuts for men and women available, whether you have short or long hair.

[Book now](#) [Book now](#) [Book now](#)

Social

[f](#) [i](#) [p](#) [v](#)

Inside Our Salon

Our Mission

Through ongoing education, our stylists stay up to date on the latest styles and techniques to bring you the looks you want. From natural colors to pastel hues, our technicians can mix up almost anything and then follow it up with a fresh cut and style!

[Book now](#)

Stay on the cutting-edge

Sign up to hear from us about salon specials, sales, events, and fashion tips.

Email Address Subscribe

[f](#) [i](#) [p](#) [v](#)

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4029 Irving Avenue, St. Louis, Missouri, USA

Costing

Web domain & Hosting	RM80
Web design & development	RM600
Social media content (20 posting)	RM1000
Social media ads	RM150
TOTAL COST	RM1880
OFFER PRICE	RM700

Summary

We are glad to present this proposal for your review. Our goal for this project is to market and expand digital creative content for Fathul's company with social media advertising and also website revenue. Nowadays, as we all know, social media and the internet have become the primary source for social media advertising, hence, people could gain various information from social media and the internet with a touch of a button. We will ensure to give our full commitment to make this project successful.

It will be a great opportunity and a huge honor to work with Fathul together. If you have any questions or in need of additional information amended to the proposal, do not hesitate to let us know, we will kindly respond to it.

You can reach us at :

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Project Manager

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Email : syahminsemsubhari0@gmail.com

TS HAJI MOHD HILMI BAKAR

Advisor

Tel : +60 12-321 0737

Letter from Client



FATH EMPIRE,
LOT 5377, JALAN INSTITUT 1,
KOMPLEKS PERTANIAN SERDANG,
43400 UPM SERDANG,
SELANGOR DARUL EHSAN.

NO TEL: 011-54101834
EMAIL: fathempire@gmail.com

Ruj. Kami : FE / 22-23 / K01
Tarikh : 27 OKTOBER 2022

Kepada:

Ts. Haji Mohd Hilmi Bakar

Penasihat & Pensyarah,

Diploma Komunikasi Media Baharu dan Keusahawanan Kandungan,

Fakulti Komunikasi dan Pengajian Media,

UiTM Cawangan Melaka Kampus Alor Gajah,

78000 Melaka.

Tuan,

**MAKLUM BALAS MENGENAI PELANTIKAN PELAJAR DIPLOMA KOMUNIKASI MEDIA
BAHARU DAN KEUSAHAWANAN KANDUNGAN BAGI PROJEK KEMENGAH –
SUBJEK NMC252 (WEB CONTENT DEVELOPMENT) BERSAMA SYARIKAT FATH EMPIRE**

Dengan segala hormatnya, saya merujuk perkara di atas.

2. Adalah dimaklumkan dengan suacitanya saya ingin melantik beberapa orang pelajar Tuan dari Fakulti Komunikasi dan Pengajian Media, UiTM Cawangan Melaka Kampus Alor Gajah kelas MC111 3A iaitu Syahmin Binti Semsuhbhari (Project Manager dan Photo Director), Sofea Binti Lalith Shamshir (Web Developer dan Photo Director), Nurul Amira binti Ahmad Lutfi (Social Media Manager & Content Creator) dan Vienna Easter Matanjang (Content Writer dan Content Creator) selaku perunding dan penyelaras bagi projek Kempen Digital dalam syarikat yang ditubuhkan oleh saya, syarikat Fath Empire.

3. Seperti yang difahamkan, Projek Kempen Digital ini merangkumi penghasilan konten di aplikasi media sosial seperti Facebook, Instagram dan Tiktok sebanyak 20 posting mengikut kehendak semasa yang telah dipersetujui oleh pihak syarikat. Selain itu, Projek Kempen Digital ini juga merangkumi penghasilan sebuah website yang mengkhususkan produk atau item yang dipasarkan oleh syarikat Fath Empire.

4. Saya bertindak sebagai pengurus syarikat **BERSETUJU** untuk mematuhi setiap terma & syarat yang telah ditetapkan oleh pihak Tuan.

Segala kerjasama daripada pihak Tuan amatlah saya hargai.

Sekian, terima kasih.

“MALAYSIA MADANI 2023”

“WAWASAN KEMAKMURAN BERSAMA 2030”

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan tugas,



(FATHUL KHUZAIRI BIN MOHD FUAD)

Pengurus Perniagaan,

Fath Empire.



EMPIRE