

| | |
|---|---------------------------------|
| Created Date | 13/Dec/2023 18:06 |
| MP Ref No | MP2329497 |
| * Budget Type | AOP |
| Budget Category | OPEX |
| Request AOP drawdown for utilization. The submission comes from a selected AOP Budget Line item to detail projection of all estimated expenses. Administer by Budget Control. | |
| AOP Budget Year | 2023 |
| Project Name | B4.1.5 - Marketing Technology |
| AOP Details | |
| Company Code | 1020 |
| Investment Program | TIMEOPEX |
| *From AOP | |
| Position ID | MARTECH.MKTG.TTDC |
| *From AOP | |
| GL Codes | 610065 |
| AOP Budget Amount | 657,520.00 |
| AOP Budget Balance (YTD) | 600,000.67 |
| * Amount Requested | 600,000.00 |
| Project Description | Marketing Mix Modeling Platform |
| Entity | 1020 - TT dotCom Sdn Bhd |
| * Requesting Cost Center | T20050 |
| SBU | NSBU |
| Request Received Date | 13/Dec/2023 |
| Payment Method | PO |
| SO | |
| Remark | |

| | |
|-----------------------------|--|
| Project Details | |
| 1.0 Objective | The primary objective of implementing Marketing Mix Modeling (MMM) is to gain data-driven insights into the effectiveness of various marketing channels, campaigns, and activities. By employing advanced analytical techniques, MMM aims to quantify the impact of each element within the marketing mix on key performance indicators (KPIs) such as sales, customer acquisition, and return on investment (ROI). The goal is to inform strategic decision-making, optimize resource allocation, and enhance overall marketing performance, ultimately driving sustainable business growth. MMM provides a comprehensive understanding of the interplay between different marketing factors, enabling organizations to refine their strategies, maximize efficiency, and achieve a higher level of precision in their marketing efforts. |
| 2.0 Background | - |
| 3.0 Justifications | - |
| 4.0 Current Issues | - |
| 5.0 Project Benefit | - |
| 6.0 Project Risk | - |
| 8.0 Project Timeline | only PDF and TIFF format |
| * 8.1 Project Start Date | 01/Jan/2024 |
| 8.2 Project Completion Date | 31/Dec/2024 |
| 9.0 Project Costing | RM 600000 / annual |
| 9.1 Project Cost Details | RFQ MMM.pdf |
| only PDF and TIFF format | |
| 10.0 Recommendations | - |
| 11.0 Project Appendix | |
| Attachment | Appendix Description |
| RFQ MMM.pdf | RFQ |

| |
|-----------------------|
| Waiver of Competition |
|-----------------------|

| |
|---|
| Require eWaiver? <input type="checkbox"/> Yes |
|---|

| |
|---|
| Purchase Requisition (Single PR) ⓘ |
| Note: This applies solely to one eMP request per ePR request and does not apply for multiple PRs submissions. |

| |
|-------------------------------|
| To issue auto ePR? |
| Applicable for 1 eMP to 1 ePR |

| Approver(s) | | | | | | | | | |
|---|---|-------------|-------------|--------------------------------|----------------|---------------------|----------------|---|----------------|
| Reviewer(s) | <table><tr><th>Reviewer</th><th>Description</th></tr><tr><td>MELANIE NG YIU SING</td><td></td></tr></table> | Reviewer | Description | MELANIE NG YIU SING | | | | | |
| Reviewer | Description | | | | | | | | |
| MELANIE NG YIU SING | | | | | | | | | |
| Recommender(s) | <table><tr><th>Recommender</th><th>Description</th></tr><tr><td>There are currently no records</td><td></td></tr></table> | Recommender | Description | There are currently no records | | | | | |
| Recommender | Description | | | | | | | | |
| There are currently no records | | | | | | | | | |
| Concur(s) | <table><tr><th>Concurer</th><th>Description</th></tr><tr><td>There are currently no records</td><td></td></tr></table> | Concurer | Description | There are currently no records | | | | | |
| Concurer | Description | | | | | | | | |
| There are currently no records | | | | | | | | | |
| Approver(s) | <table><tr><th>Approver</th><th>Description</th></tr><tr><td>FOO AI LING</td><td>Approver 1 (1)</td></tr><tr><td>ANDREW YEOH WUI JIN</td><td>Approver 2 (1)</td></tr><tr><td>DATUK ZAINAL AMANSHAH BIN ZAINAL ARSHAD</td><td>Approver 3 (1)</td></tr></table> | Approver | Description | FOO AI LING | Approver 1 (1) | ANDREW YEOH WUI JIN | Approver 2 (1) | DATUK ZAINAL AMANSHAH BIN ZAINAL ARSHAD | Approver 3 (1) |
| Approver | Description | | | | | | | | |
| FOO AI LING | Approver 1 (1) | | | | | | | | |
| ANDREW YEOH WUI JIN | Approver 2 (1) | | | | | | | | |
| DATUK ZAINAL AMANSHAH BIN ZAINAL ARSHAD | Approver 3 (1) | | | | | | | | |

| | |
|------------------------------|------------------------------------|
| Budget Management (Approval) | |
| Status | Approve |
| Assignee | MARINI HAZLINA BINTI AHAMED SAZALI |
| Remarks | |
| Require HOD approval? | |
| Escalation Method | |
| Date approved by HOD | |
| HOD Name | |

| Budget Management (Create AR & Allocate Budget) | | | | | |
|---|---|-----------|-------------|--------------------------------|--|
| Created Date | 17/Dec/2023 | | | | |
| AR Description | OPEX:MKTG-Marketing Mix Modeling Platform | | | | |
| AR Number | 44163 | | | | |
| IO Number | 306291 | | | | |
| WBS | | | | | |
| Approval / Reject Date | 18/Dec/2023 | | | | |
| Budget Transfer Between IO Required | No | | | | |
| Attachment(s) | <table><tr><th>File Name</th><th>Description</th></tr><tr><td>There are currently no records</td><td></td></tr></table> | File Name | Description | There are currently no records | |
| File Name | Description | | | | |
| There are currently no records | | | | | |
| Remark | - | | | | |

| Finance (Budget Distribute) | | | | | |
|--------------------------------|---|-----------|-------------|--------------------------------|--|
| Budget Distributed Date | 19/Dec/2023 | | | | |
| Remarks | | | | | |
| Attachment(s) | <table><tr><th>File Name</th><th>Description</th></tr><tr><td>There are currently no records</td><td></td></tr></table> | File Name | Description | There are currently no records | |
| File Name | Description | | | | |
| There are currently no records | | | | | |