Meeting minutes prepared by: Mubashir Ahmed (Secretary of CEO)

MINUTES OF INTER-TEAM DECISION MAKING MEETING

DATE: 18-April-2024

TIME: 9:00-9:15

LOCATION: FAST NUCES, Karachi

ATTENDEES:

Uzair Haroon, CEO

Mubashir Ahmed, Secretary

Muzammil Siddiqui, Marketing Supervisor

Muhammad Mufeez, Marketing Manager

Aehris Hashami, Production Manager

Zain Ul Abidin, Data Analyst

AGENDA ITEMS:

- Investigate the cost per item including the hardware and software expenditure.
- Analyze the pricing range of competitive brands offering similar specifications.
- Scrutinize the long-term price range consistency with the database.
- Reveal discount strategy to engage customers with the new model.

DISCUSSION ITEMS:

- Mr. Aehris examined that the costs of raw materials and labour were being met whilst aiming for the profit-margin.

- Mr. Mufeez analyzed that a price range of 17K to 19K rupees would be suitable considering comparison with market rivals like Zero Lifestyle and Dany Tech and considering pricing range of tech giants like Apple.

- Mr. Zain evaluated that the price should be kept constant in the maturity period and subjected to increase early in case of inflation.

- Mr. Muzammil proposed that discounts of 15 % be made available for national holidays, later bifurcating the discounts to referral codes and joint products.

- Mr. Aehris implied that price be increased to compensate for potential lawsuits and maintenance and repair charges.

- The team agreed that the pricing range must be raised to 20K to 21K rupees.

ACTION ITEMS:

- Mr. Aehris to send the legal reports and warranty charges to the CEO for further inspection.

- Mr. Zain to update his statistical reports and algorithms for the new price range.

- Mr. Mubashir to send the finalized pricing range to the board of directors for approval.

APPROVED BY:

Uzair Haroon, CEO

Muzammil Siddiqui, Marketing Supervisor

Muhammad Mufeez, Marketing Manager

Aehris Hashami, Production Manager

Zain Ul Abidin, Data Analyst