

MINUTES OF MEETING (MOM)

Meeting #03

Date & Day: 22nd August 2025 , Friday

Starting Time: 8:15 PM

End Time: 9:21 PM

Platform: Google Classroom

Attendance: All team members were present

AGENDA:

- Review and discussion of Business Case and Project Charter
- Website review and clarification of project scope
- Discussion of new features to be added in the system
- Marketing strategy and assignment of responsibilities
- Social media presence for awareness and outreach
- Defining upcoming tasks and action items

DISCUSSION POINTS:

1. Business Case & Project Charter:

- The Business Case and Project Charter were reviewed.
- Team members discussed the importance of these documents in defining the project vision, scope, objectives, and deliverables.

2. Website Review & Project Understanding:

- Hamza viewed the website for the first time since he was previously unwell and could not participate earlier.
- Other team members had already seen the website.
- Shaheer revisited the website and discussed its design, functionality, and purpose with the whole team.
- A general discussion was held about what the project is about and how it will add value.

3. New Feature Additions:

- Shaheer introduced a new feature named “Khata.”
- The team also discussed adding the following new features
- Due Date (Expiry): To track expiry or deadlines.
- Date of Buying/Restocking: To maintain inventory or purchase history.

4. Marketing Strategy:

- It was decided that each team member will carry out marketing activities in their own respective area.
- Responsibilities for marketing have already been assigned to all members.
- This will help in creating awareness and gathering initial users/customers for feedback.

5. Social Media Presence:

- Hasan and Shaheer decided that official social media accounts will be created for the project.
- Purpose: to build an online presence, create awareness, and reach potential users more effectively.

UPCOMING INDIVIDUAL TASKS:

Each member is responsible for conducting at least 3 outreach activities (visits or contacts) to local shops, marts, or small businesses (online/offline) to gather feedback about the project.

ACTION ITEMS:

- Create and launch official social media accounts for the project (Hasan & Shaheer).
- Continue marketing in assigned areas (All members).
- Conduct at least 3 outreach activities for feedback collection (Each member).
- Record progress and prepare reports for the next meeting (All members).

NEXT STEP / WAY FORWARD:

- By the next meeting, the team should have:
- Social media accounts created and running.
- Initial marketing activities carried out.

- Feedback collected from at least 3 businesses per member.
- This progress will be discussed and evaluated in the upcoming session.