

# **MINUTES OF MEETING (MOM)**

## **Meeting #04**

**Date & Day:** 4th September 2025, Thursday

**Starting Time:** 9:00 PM

**End Time:** 9:35 PM

**Platform:** Google Classroom (Online Discussion)

**Attendance:** All team members were present

## **AGENDA:**

- Review of social media launch and engagement
- Progress check on marketing activities and outreach
- Discussion on survey planning and shop selection
- Updates on documentation progress
- Feature discussion and website design review
- Defining next action steps before survey visits

## **DISCUSSION POINTS:**

### **1. Social Media Progress:**

- Hasan and Shaheer updated the team that the official pages on Facebook and Instagram have been successfully created.
- The first post (Logo Reveal) was uploaded, receiving positive engagement.
- Team discussed ideas for upcoming posts, including “Coming Soon” and “Feature Highlights.”

### **2. Marketing Activities:**

- All members reported initial outreach efforts in their assigned areas.
- Shaheer emphasized consistency in online promotions to build awareness before the launch.
- Hasan shared engagement statistics and feedback from early audiences.

### **3. Survey Planning:**

- The team discussed visiting 3–4 shops to collect real-world data on inventory practices.
- Each member was assigned specific local areas for survey visits.
- Survey forms were finalized and approved by Shaheer (PM).

### **4. Documentation Progress:**

- Mauzam and Sarim updated the team about ongoing work on Scope Management Plan and WBS.

- Hasan confirmed progress on Marketing Documentation and social media proof collection.

**5. Feature & Website Discussion:**

- Hunain proposed improving the “Khata System” module for better usability.
- Shaheer discussed integrating a Reports Section for analytics.
- The team agreed to prioritize performance optimization for the website.

**ACTION ITEMS:**

- Conduct field surveys and collect photo/video proof – All Members
- Prepare survey reports – Hamza & Hasan
- Continue posting updates on social media – Hasan & Shaheer
- Finalize documentation drafts – Mauzam & Sarim
- Prepare for next team sync-up – All Members

**NEXT STEP / WAY FORWARD:**

By the next meeting, the team should have:

- Completed all shop surveys and collected feedback
- Uploaded at least 2–3 more marketing posts
- Submitted first drafts of all documents
- Started integrating real-world data into project design