

# Malaysia milk sdn bhd public relation plan



**ASSIGN  
BUSTER**

The purpose of this report is to analysis the Malaysia Milk Sdn Bhd Public Relation Plan in 3 years from 2011 to 2013 with the budget annual spending RM300. 000.

## 2. 0 Company Background: Malaysian Milk Sendirian Berhad

The main task of Malaysia Milk Sendirian Berhad was to distribute a range of good quality dairy products by Singaporean counterpart to Malaysian consumers. In 1977, MM began own manufacturing operation on prime industrial land in Petaling Jaya, Malaysia. MM has successfully built the Marigold and Vitagen two brands of name become a well-known trusted household brands in the Malaysia market place.

## 3. 0 Objectives

There are three different objectives to reach in this three year public relation plan for MM.

Year

Objective

2011

To increase 15% awareness among the primary school children toward MM.

2012

To increase 30% of corporate image among parents.

2013

To increase 10% awareness among the teenagers toward MM.

There are three main objectives to achieve in MM PR plan :

To increase awareness for MM Company image in the year of 2011 towards 15% of primary school children in Kuala Lumpur.

To increase corporate image of MM Company among 30% of parents between the age 30-45 within the year of 2012 in Kuala Lumpur

To increase 10% awareness among teenagers between 13-18 years old in Kuala Lumpur in the year of 2013

All objectives should be SMART: Specific, Measureable, Achievable, Resourced and Time bound.

## **4. 0 Stakeholders**

Stakeholders

Areas

Total number of people

Target number and years

Age Range

Primary school children

Kuala Lumpur

Approximately 1. 8m

30, 000

(2011)

6-12

Parents

Kuala Lumpur

Approximately 1. 8m

70, 000

(2012, 2013)

30-45

Teenagers

Kuala Lumpur

Approximately 1. 8m

20, 000

(2013)

13-18

\*Source Kuala Lumpur population :

Stakeholders can depend on the amount of power they have to influence others and the level of interest they may have in a particular issue (Johnson and Scholes, 2002)

There will be two different types of stakeholder targeting within 3 years (2011-2013) for the MM public relation plan.

The first of the stakeholder is primary school children between the ages from 6-12 years old in the Klang Valley area, Malaysia. Primary school children will be targeted in the MM first year public relation plan 2011. MM wants to create healthy with fun brand in the mind set of this target group.

Second group of stakeholder is parents at the age range from 30-45 years old with income level RM2000-3000 per month and owned small family members. Parents do have ability to purchase MM daily products. Once they used the brand of the MM products they may introduce to their friends and family members by using the word of mouth to influence positive opinion indirectly for helping increase reputation of MM.

Third, teenagers at the age range from 12-18 years old are targeted in MM public relation campaign stakeholder in order to increase awareness of the MM company name by the year of 2013.

## **5.0 Communication Messages**

Heath (2000) says public relation message could be explained partly because many practitioners have come from a journalistic background, where 'getting the story' out is seen as important.

2011: "With Fun, With Health and With Us"

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2012: “ Only offer Good Quality for you and your love”

2013: “ Stay healthy life together”

Three differences of communication messages will be sending out from MM public relation campaign to reach the target audiences.

In 2011, the target group is primary school children therefore MM Company wants to deliver a health message by sending with fun ways to the primary school children. By doing this way, primary school children can easily remember and also indirectly to change their attitude toward to MM Company.

Meanwhile, in the second year of the MM PR communication message will change to “ Only offer Good Quality for you and your love”. This message wants to tell the target audience that MM Company concern about their customers by producing good quality, good staff, and good standard of operation.

In the year of 2013, MM wants to create awareness about company’s product information to teenagers group at the same time to promote healthy life program such as sport events and school recycle campaign.

## **6. 0 Strategies**

Years

Strategies

2011

-Drive health messages through fun PR campaigns/events

2012

-Change new company logo

-Position to produce good quality daily products to gain trusted from stakeholders group

-Developing corporate social responsibility (CSR)

2013

-Building relationship with teenagers through creativity and entertainment campaign

-Evaluation and Review

Strategy is described as the “ overall concept, approach or general plan” by (Cutlip et al, 2000). The table above showed that three years differences of PR strategy for MM Company in order to achieve the goal as mentioned before this.

## **7. 0 PR Tactics**

The PR tactics that used in MM Company campaign as following :

Media Relation: There will be there major different language of newspaper which is The Star, Utusan Melayu and Sin Chew Jit Poh newspaper advertisement used in the PR tactic.

Printing: MM Company will distribute brochures and set up banner for every event in order the stakeholder groups can write more and receive the information deliver it to them by words.

Special Events: The special event held by PR of MM Company which want to create awareness among the public. Every special event will have different kind of theme as highlight point to attract different group of stakeholder to participate and deliver messages to them.

Speaker Platform: There will be 12 selected school in Kuala Lumpur be given free talk on “ Eating Healthy Habit” from the MM Company. By doing this speaker platform, the teenagers can be acknowledged and changing their attitude indirectly toward the MM Company.

Corporate Identity represents an important element to publics. Once people see the logo they will remember the image of the company. Hence, MM Company want to modify their logo become more charming and attractive compare to the previous logo. This new image of MM Company can create positive attitude and the overall company image to the public.

## **8. 0 PR Activities**

Years

Date/Activities

2011

May-(Treasure hunt)

Oct, Dec-(Seasonal Theme)

<https://assignbuster.com/malaysia-milk-sdn-bhd-public-relation-plan/>



May, Jun, July, Aug, Sept-(Healthy Talk)

2012

Feb, March, April- (Organizational identity)

Jun, July-(CRS: Plant Trees)

Aug, Dec- (Trade Show)

Sept, Oct, Nov-(Carnival)

2013

July- (Trade Show)

April, May, June-(Speaker Platform)

Feb-(Marathon Run)

Oct, Dec-(Evaluation and Survey)

In 2011, MM have to create a fun image in order children can easily remember. Treasure hunt event is one of the PR activities to attract primary school children to participate in order to have the chances get closer with MM Company. An addition, seasonal theme events in the year 2011 such as International Children Day's, Christmas's Day which are two famous children's favourite days. Healthy talk will held in 24 selected primary schools for giving ideas in staying healthy and eat healthy to influence primary school students changing their attitude be positive toward MM Company.

In 2012, MM will modify their current logo to be new image to their stakeholders group and the public. The process for promoting the new logo for MM Company will take 3 months (Feb-April) period from logo design and reach to the public. In the month of June and July will be one day in week of Sunday having Plant Tree event which targets on parents.

Furthermore, trade show event will be held on July and December. There will be 3 days long for visitors have the chances visit to MM Company trade show event in PWTC and KL Convention Centre. By doing this way, MM Company can use the opportunity to explain in more in detail about the operation and the standard of quality that MM Company concerned. Besides that, MM Company will create carnival in three different places (Berjaya Times Square, The Curve and Sunway Pyramid) in Kuala Lumpur to attract participates to come over.

In the year of 2013, MM Company will create small trade show in Leisure Mall, Cheras and Jusco, Kepong to encourage teenagers can come along with their friends to get know more and join the events. Speaker platform is another PR activity by MM Company in 12 selected secondary schools in Kuala Lumpur. The speaker platform activity will last for only 3 hours per section. An addition, a sport event- Marathon will be held on February in FRIM, Kepong with invite 5 selected school students to participate. This purpose of Marathon event is to increase awareness of teenager toward MM Company.

## **Summary of Public Relation Activities Year 2011, 2012, 2013**

Month

Activity

Jan

Feb

Mac

Apr

May

Jun

July

Aug

Sep

Oct

Nov

Dec(2011)

Printing

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Treasure Hunt Event

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Seasonal Theme

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Healthy Talk

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Month

Activity

Jan

Feb

Mac

Apr

May

Jun

July

Aug

Sep

Oct

Nov

Dec (2012)

Organizational identity

(i) New Logo

(ii) Press Conference

(iii) Media (Newspapers)

(Television)

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(i)

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(i)

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(ii),

(iii),

Corporate Responsibility Society

(Green Life)

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Trade Show (MIFB)

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Carnival

\*\*

\*\*

\*\*

Month

Activity

Jan

Feb

Mac

Apr

<https://assignbuster.com/malaysia-milk-sdn-bhd-public-relation-plan/>

May

Jun

July

Aug

Sep

Oct

Nov

Dec(2011)

Trade Show

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Speaker platform

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Marathon Run

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Evaluation and Survey

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## **9. 0 Detail of Costing: 2011. 2012. 2013**

Contents 2011

(RM)

### **Treasure Hunt:**

Rental of Place (Titiwangsa)

2 days (Sat & Sun) x RM1000

2000. 00

Construction Cost

RM8000

8000. 00

Printing cost: Leaflet

10, 000 units

780. 00

Worker:

20 people X RM80

160. 00



Sound System

2 X RM500

1000. 00

Foods and Beverage

2 X RM800

1600. 00

Material

RM10, 000

10, 000. 00

Total:

23, 540. 00

## **Seasonal Theme (1)**

### **Children's Day**

Primary School Hall

10units x RM500

5000. 00

Free Beverage

10units x RM3, 000

30, 000. 00

Free Sticker

30, 000 pieces

2000. 00

Worker:

50 x RM80

4000. 00

Booth Set Up

10 units x RM300

3000. 00

Total:

At 10 selected primary school

44, 000. 00

## **Seasonal Theme (2)**

### **Christmas's Day**

Jusco Fasa Angel Hall

2(days) x RM3000

6000. 00

Printing

(i) Banner (ii)

(i)

(ii) 5000units

(i) 300. 00

(ii) 500. 00

Decoration:

Christmas's Tree, Balloon etc

RM5000

5000. 00

Small Gifts

100units(50each day) X RM5

500. 00

Santa Crown and

2 X RM300 (2days)

600. 00

Workers

8 x RM160(2 days)

1280. 00

Free Foods and Beverage

2 x RM800

1600. 00

Total:

15, 780. 00

## **Healthy Talk**

**(May, June, July, Aug, Sept, Oct)**

**3 hours per section**

**(24 selected Primary School in Kuala Lumpur)**

Printing

50, 000 units (24 days use)

3870. 00

Speakers

24(times) x RM100

2400. 00

Workers

5 x RM400 / 24 days x RM400

9600. 00

Free Beverage

24 x RM500

12000. 00

Activity material

24 x RM300

7200. 00

Rental Hall

24 x RM500

12000. 00

Total:

46, 070. 00

Total Year 2011:

RM129, 390. 00

## **Organizational Identity**

Contents (2012)

(RM)

<https://assignbuster.com/malaysia-milk-sdn-bhd-public-relation-plan/>

Logo

Logo Design

Logo Production

7000. 00

80, 000. 00

Press Conference

Conference Room Cost:

Journalist:

Speaker:

Printing:

1000. 00

800. 00

500. 00

5000. 00

Media:

(i)Newspapers

(Star, Sin Chew, Melayu)

(ii) Television

(8TV)

Star:

S. C:

Melayu:

Production cost :

Airing cost:

30, 000. 00

20, 000. 00

20, 000. 00

20, 000. 00

50, 000. 00

Total:

214, 300. 00

**Trade Show: MIFB(3days)**

**August, December**

Equipment

2(times) x RM70, 000

140,000.00

Workers

10 x RM600 (100 each day)

6000.00

Free Beverage

6 (days) x RM800

4800.00

Rental Booth

6 (days) x RM800

4800.00

Printing

50000 units

1500.00

Total:

157,100.00

## **Green Life: Plant Tree**

**June, July**

Week 3: Sunday



(2 days event)

Printing

20, 000 pieces

870. 00

T-Shirt

200 x RM10

2000. 00

Rental Place : FIRM, Kepong

2(times) x RM1000

2000. 00

Materials: small trees

: spade

: fertilizers

200 units per day x RM8

100 units x RM10

1600. 00

1000. 00

Sound System

2 days x RM3200

6400. 00

Newspaper: the Star

10, 000

10, 000. 00

Total:

14, 870. 00

## **Carnival**

**(Sept, Oct, Nov) Sat and Sun**

2 days per month

Total days: 6 days

Place : The Curve

Sunway Pyramid

Time Square

RM5000 x 2

RM10000 x 2

RM8000 x 2

10, 000. 00

20, 000. 00

16, 000. 00

Construction Cost

3 times x RM20000

60, 000. 00

Foods and Beverage

6 times x RM1500

9000. 00

Shows :

6 times x RM1000

6000. 00

Booth

20 booths x RM500

10, 000. 00

Sound System and Lighting

1 set: RM15, 000

15, 000. 00

Worker

20 x 600 (100 per day)

12, 000. 00

Total

158, 000. 00

Total Year 2012

544, 270. 00

## **Trade Show**

### **July, Dec**

Content (2013)

(RM)

Rental Place:

Cheras Leisure Mall Hall(July)

Kepong Jusco Mall (Dec)

2 x RM2000

2 x RM3000

4000. 00

6000. 00

Printing cost

Banner: 2 x RM700

1400. 00

Construction Cost

2 x RM8000

16, 000. 00

Equipment

2 x RM7000

14, 000. 00

Workers

10 x RM400 (100 per day)

4000. 00

Booth

4(days) x RM800

3200. 00

Decoration

2 x RM10, 000

20, 000. 00

Total:

68, 600. 00

## **Speaker Platform**

**March, May, June**

**(Secondary School)**

Total days: 12 days in 12 selected schools, 3 hours per section

Rental of Class Room

12 times x RM300

3600. 00

Transportation Fees

3 months x RM300

900. 00

Van

3 months x RM900

2700. 00

Speakers

12 times x RM300

3600. 00

Printing: Booklets

1800 units x RM5

9000. 00

Workers

5 people x RM1200 (100 per day)

6000. 00

Projector

RM 3000

3000. 00

Foods and Beverage

12 times x RM100

1200. 00

Total:

30, 000. 00

## **Marathon Run: FEB**

### **Sunday**

Invitation Card

50 x RM5

250. 00

Newspapers: The Star

5 days advertisement

30, 000. 00

Sound System

1 x 10, 000

10, 000. 00

Construction Cost

20, 000

20, 000. 00

Rental Place: FIRM, Kepong

10, 000

10, 000. 00

Food and Beverage



3000

3000. 00

Award: Certificate and Mental

8000

8000. 00

Sporty Dancing Shows

3 teams x800

2400. 00

Total:

83, 650. 00

## **Review and Evaluation**

### **For 3 years use**

1 set= 5 pieces

Survey forms

50, 000 set x 5= 250, 000pieces

RM3870(50, 000)x 5 =

19350. 00

Worker

5 x RM1000(100 per day)

5000. 00

Total:

24350. 00

Total Year 2013:

206, 600. 00

Total 3 Years (A. B. C)

RM129, 390. 00+RM544, 270. 00+ RM206, 600. 00

880, 260. 00

RM900, 000- RM880, 260 = RM19740 (Back up Cost)

## **10. 0 Control and Evaluation**

Evaluating public relations activities is essential for many reasons, including accountability, assessment of programme effectiveness and professionalism (Tench. R, Yeomans. L, 2006)

There are three control methods adopted in the MM Company Public Relation campaigns.

The first method is the evaluation form and survey form which distribute to the public in order to measure the awareness level among the primary school students, parents and teenagers.

Second, event itinerary plan is adopted into PR events to ensure every activity can run smoothly. Everything has to run according to the time schedule in order to avoid wasting time.

Third, public relation team involve roughly 10 members will in charge to on-going PR events in order to avoid any unhappy incident happen. The public relation team not only to ensure the events but also to evaluate processes of the PR campaigns.

## **11. 0Recommendation**

Based on the three years MM Company Public Relation Plan, the evaluation and review on the survey of the public response may not be effectively because the evaluation and survey form only distribute on the third year 2013 but not each of the years. Therefore, author suggested each of the years should have a month to evaluate the response from the public or the participants.

Besides that, the corporate social responsibility can make improvement in the future by developing a Green-Department which is handling the environment friendly activities that related to MM Company. Therefore, public will feel happy in using MM Company products. The positive attitude among stakeholders group toward MM Company will be increase as well.

## **12. 0 Conclusion**

In the conclusion, MM Company has three different PR objects in different years toward to three different groups of stakeholder. Besides that, three different communication messages will be sending out to different stakeholder groups in each of the year from 2011 to 2013. Furthermore, MM

Company develops three different PR strategies in order to achieve the objectives in each of the years. There is total eleven numbers of Public Relation Campaign will be held within 3 years by MM Company. The total cost of spending in PR campaign is about RM380, 000 and the balance of RM20, 000 as a back-up cost.