

EXECUTIVE SUMMARY

TITLE	: Developing Marketing Strategies for Malaysia Virtual Experience (MyVXp): Digital Tourism Unlimited
OBJECTIVES	: To seek approval on the cost to market Malaysia Virtual Experience (MyVXp) showcases under TPN initiative T5: Align marketing strategy on targeted market segment.
EXPECTED DELIVERABLES	: <ul style="list-style-type: none"> ▪ Produce 100 showcases from 50 hosts x 2 showcases; and ▪ Generate ticket sales of RM30,000 from 100 showcases x RM30 x 10 audience.
PROPOSED PROJECT TIMELINE	: November – December 2020
ALLOCATION	: RM70,000.00
BUDGET	: SPN-Tourism
Comments/Signature by PCT	:
Comments/Signature of Accountant	:

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
INFORMATION PAPER FOR BOARD OF MANAGEMENT (BOM)

1.0 Purpose

To seek approval from MPC Board of Management (BOM) on the cost to execute Developing Marketing Strategies Malaysia Virtual Experience (MyVXp): Digital Tourism Unlimited under TPN initiative T5: Align marketing strategy on targeted market segment as outlined in Malaysia Productivity Blueprint (MPB), with the estimated cost of RM60,000.00 utilising the SPN-Tourism budget.

2.0 Background

- 2.1 Malaysia Virtual Experience or MyVXp, with the tagline “Digital Tourism Unlimited”, has to date trained more than 600 mentees as online experience hosts. More than 200 virtual showcases have been onboarded via several digital platforms namely kofkino.com, exporemalaysiavirtually.com and Buddyz.com.
- 2.2 MyVXp is designed to be one of the marketing tools to upsell tourist attractions and destinations once tourist activities commence. It will assist industry players to embrace the new normal in tourism industry, upskill their capacity and capability in product development and innovation, and give the public the choice to experience destinations and attractions virtually.
- 2.3 The next stage in realising the ideation stage of MyVXp: Digital Tourism Unlimited is to market extensively and vigorously via social media namely FB ads, blogs as well as paid advertisements to generate ticket sales.
- 2.4 An estimated budget of RM60,000.00 is required to execute developing marketing strategies for Malaysia Virtual Experience (MyVXp) from November – December 2020.

3.0 Objectives

- 3.1 To develop marketing strategies for 100 selected hosts; and
- 3.2 To increase probability to realise sales of MyVXp showcases via online outreach and upselling of products.

4.0 Expected Deliverables

- 4.1 Produce 100 showcases from 50 hosts x 2 showcases; and
- 4.2 Generate ticket sales of RM30,000 from 100 showcases x RM30 x 10 audience.

5.0 Estimated Cost

The total estimated cost to conduct this project is as follows:

No.	Item	Details	Estimated cost (RM)
5.1	Paid advertisement	Marketing campaign via social media platform	10,000.00
5.2	Articles write-up	RM400 x 50 articles	20,000.00
5.3	Digital marketing services	Social Media Updates Featured Listing Lead Generation	10,000.00
5.4	Promotional video	Copywriting and video production	20,000.00
5.5	Ticket vouchers	RM10 x 1000 audience	10,000.00
	TOTAL		70,000.00

6.0 Approval From BOM

The consideration and approval of the Board of Management (BOM) is sought to execute Developing Marketing Strategies for Malaysia Virtual Experience (MyVXp): Digital Tourism Unlimited with the total estimated cost of **RM70,000.00** from the SPN-Tourism budget.

Prepared by:



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Assistant Manager

Date: 2/11/2020

Reviewed by:

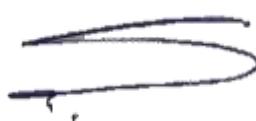


Hjh Nor Hafizah Mohd Arop

Deputy Director

Date: 2/11/2020

Supported by:



Hj. Suhaimi Hamad

Director

Date: 2/11/2020

