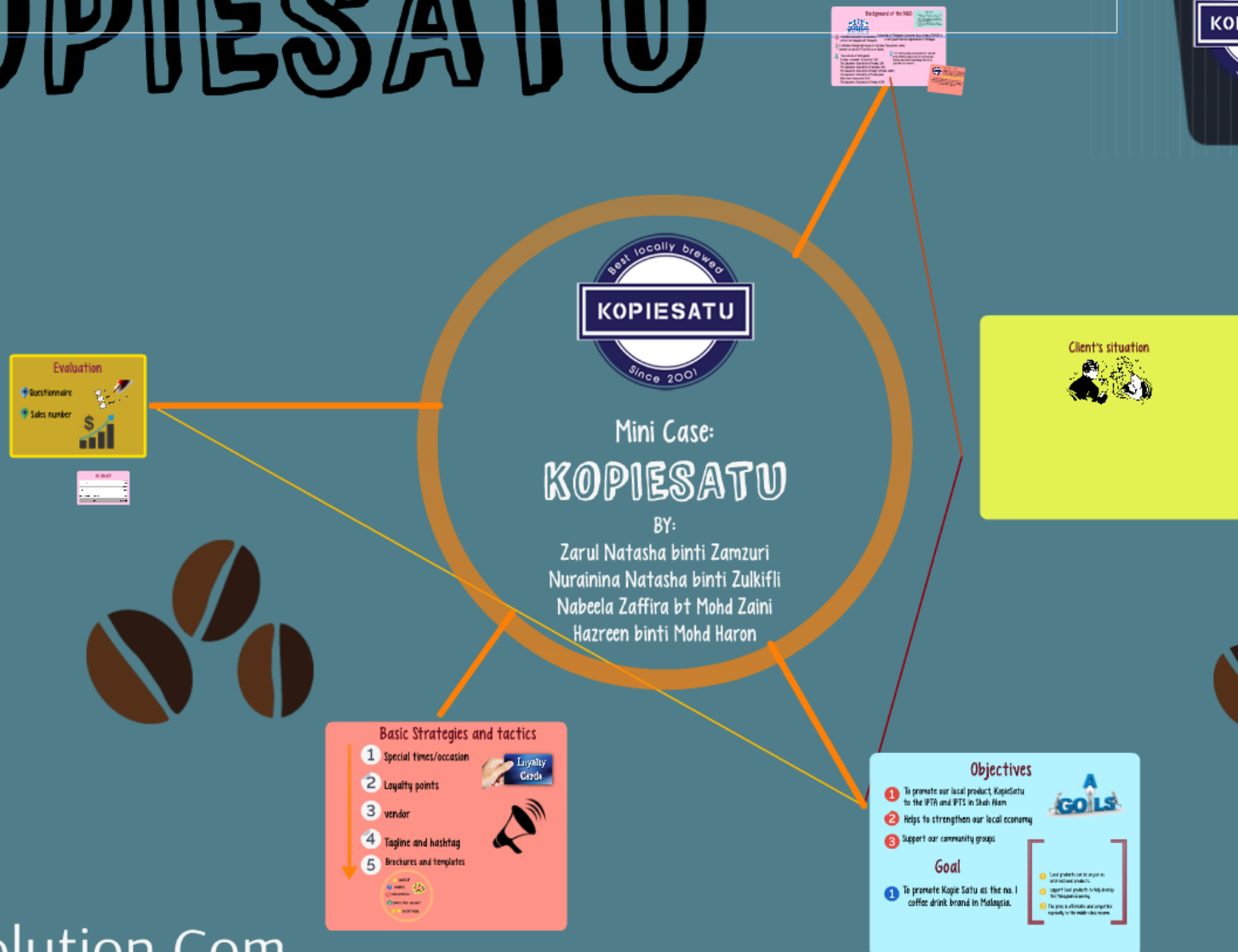


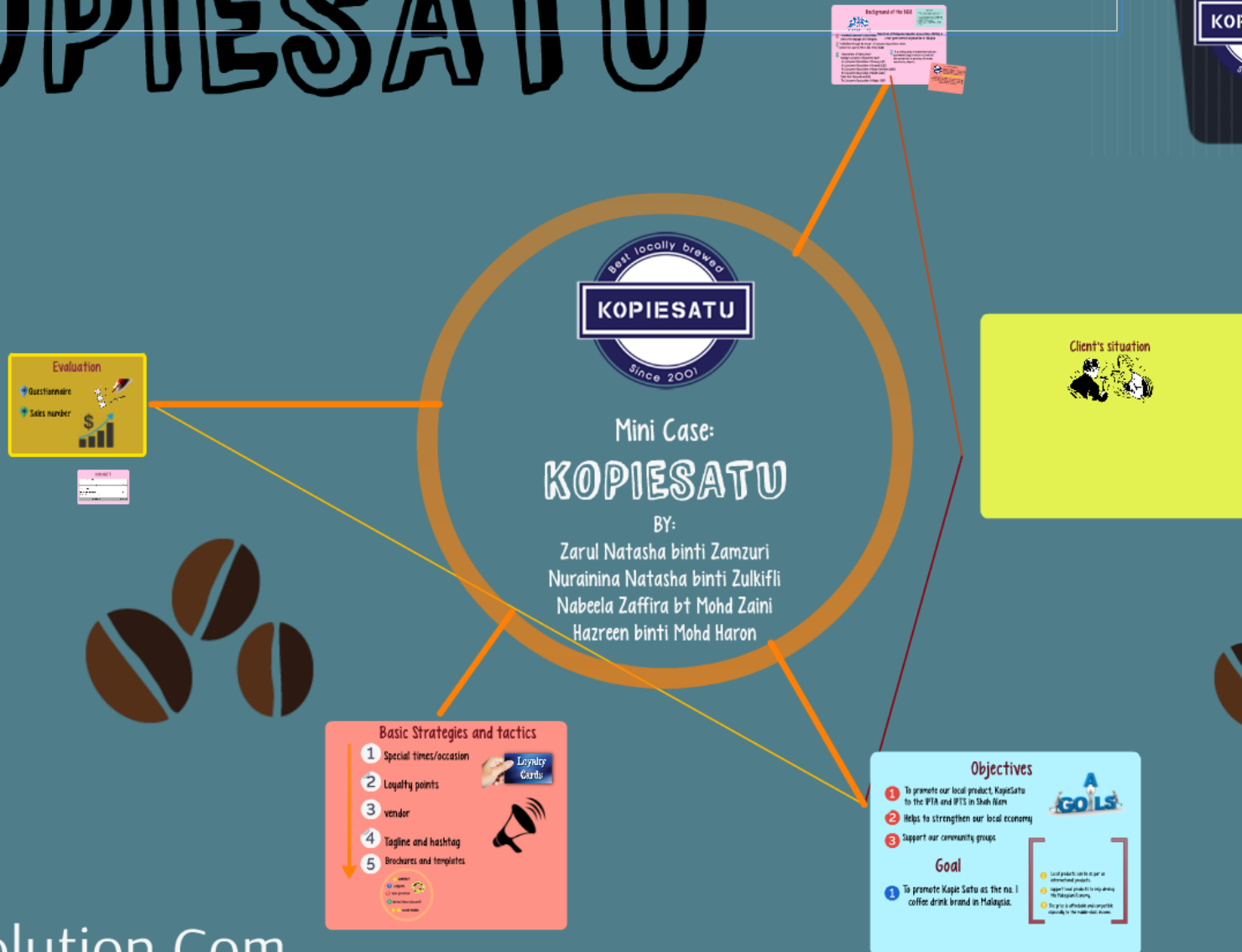
PRO533 Writing For Public Relations

KOPIESATU



PR0533 Writing For Public Relations

KOPIESATU





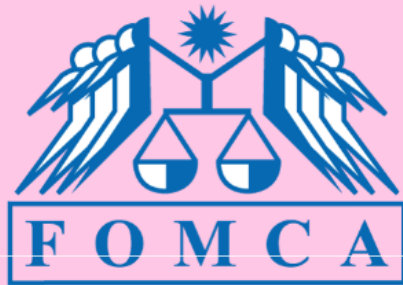
Mini Case:

KOPIESATU

BY:

Zarul Natasha binti Zamzuri
Nurainina Natasha binti Zulkifli
Nabeela Zaffira bt Mohd Zaini
Hazreen binti Mohd Haron

Background of the NGO



Why FOMCA?

FOMCA was selected for this program based on a role that gives and disseminate information and education to consumers.

- Helps on providing information on local goods (KOPIESATU) to consumers on the importance and positive impact of the use of a variety of local products.
- Providing the information and education to consumers about the ingredients contained in KOPIESATU, halal status, and more.

- Combined consumer's associations states that engaged with Malaysian.
- Established through the merger of Consumer Associations states comment on June 10, 1973 in Alor Setar, Kedah.
- Associations of State joined :
 - Selangor Consumers Association (SCA)
 - The Consumers Association of Penang (CAP)
 - The Consumers Association of Sarawak (CAS)
 - The Consumers Association of Negeri Sembilan (CANS)
 - The Consumers Association of Kedah (Cak)
 - Silver Users Association (PCA)
 - The Consumers Association of Melaka (CAM)
- It is working closely with government and non-governmental organizations at national and international level in providing information, education to consumers.

Federation of Malaysian Consumer Associations (FOMCA) is a non-governmental organization in Malaysia





One of the FAI
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One of the FAMA project is KOPIESATU

KopieSatu is a Malaysia local brand serving premium specialty coffee blend. Kopiesatu was established in 2001 & operates on a franchise chain outlet business model and wholly owned by FAMA Corporation Sdn. Bhd.

The idea of KopieSatu was inspired by our former Prime Minister, Tun Abdullah Ahmad Badawi, who wants to see a local product to compete with other brands, where most of the specialty coffee blend is dominated by foreign franchises in international market



Client's situation



Objectives



- 1 To promote our local product, KopieSatu to the IPTA and IPTS in Shah Alam
- 2 Helps to strengthen our local economy
- 3 Support our community groups

Goal

- 1 To promote Kopie Satu as the no. 1 coffee drink brand in Malaysia.



KEY MESSAGES

- 1 Local products can be as par as international products.
- 2 support local products to help develop the Malaysian Economy.
- 3 The price is affordable and compatible especially to the middle-class income.