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UNIEC 15 WEEKS PROGRAMME

No	Week	Date	Activities	Type Of the Event	Remarks
1	Week 1	5/4/2022- Tuesday 2.00-3.30pm	Launching	Online	
2	Week 2	9/4/2022- Saturday 10.00am-6.00pm	1st Workshop	Online	1.Entrepreneurs Mindset 2.The Concept of Business Models 3. Effective Strategies for Entrepreneur Development (Website & O2O)
3	Week 3	16/4/2022- Saturday 9.00am-6.00pm	2nd Workshop	Online	4. Entrepreneurship Team Building and Management 5. Financial Planning for Startups 6. Business Branding & Digital Marketing Strategies 7. Social media & e-Commerce
4	Week 4	23/4/2022- Saturday 2pm to 4pm	Competition Briefing	Online	The organizer will brief on the competition guidelines
5	Week 5	7/5/2022- Saturday Hari Raya Break	-	-	-
6	Week 6	14/5/2022, Saturday	Business Coach Advisory Session	Online	The business coaches will provide the advisory sessions before the competition begins
7	Week 7	21/5/2022- Saturday	Competition 1 -Business Plan Presentation	Online	Uni team will present in the Zoom before the judges
8	Week 8	28/5/2022- Saturday	Competition 2 - Website presentation 1	Online	Uni team will present in the Zoom before the judges
9	Week 9	4/6/2022- Saturday	Competition 3.1 - Social Media Presentation 1	Online	Facebook & Instagram
10	Week 10	11/6/2022- Saturday	Competition 3.2 - Social Media Presentation 2	Online	Tik Tok & Video Activities
11	Week 11	17/6/2022- 19/6/2022 Friday-Sunday 10am-5pm	Competition 4 - Digital Fair	Online	All uni teams will participate in the digital e-fair and promote at their e-booth.
12	Week 12	24/6/2022 - 26/6/2022 Friday-Sunday 10am-5pm	Competition 5 - Offline retail preparation	Offline (Retail participation at LaLaport)	Uni teams preparing for their offline retail marketing
13	Week 13	2/7/2022- Saturday	Competition 6 - Team Spirit (Leadership, partnership and etc)	Online	The business coaches will be judging on the uni teams spirit performance based on their team online presentation
14	Week 14	9/7/2022-Saturday	Judging Session	Online	The business coaches will be judging on the uni teams performance throughout the 15 weeks
15	Week 15	19/7/2022 Tuesday 2.00-5.00pm	Winner Announcement	Online	Announcing the winners & prize presentation