

B   BAY

B A Z A A R

PROPOSAL

*hello@gmbizz.pro*

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# ABOUT TAAKA LEE STUDIO

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A company with vast experience in Managing Exhibition, Expo, Carnival and Events for the past **10 years**. Apart from Event Management, Taaka Lee has been in multiple Production works in both cine industry and Events. Digital Marketing was Taaka Lee's first effort before starting up with Bazaar.

Thus, kickstarted with the first successful Bazaar under the name of 'Angadi Street'. Taaka Lee Sdn Bhd is being featured in **Malaysian Book Records** for organizing 25 Successful Bazaars in a year featuring only local traders.





# BOMBAY BAZAAR

A **Bollywood-themed Bazaar** selling multiple products from India. This is not just a Bazaar but it has a unique ability to bring all local online traders together and created an opportunity to embrace the diversity in business. We have been serving our Multi-ethnicity consumers nationwide.

It's more like an event full of traditional learning that attracts a wide variety of demographic, cultural, and interest groups and incorporates comprehensive sales. We have received a minimum of **18,000** and a maximum of **33,000** footfalls for each event.

**TAAKA LEE** collaborated in multiple events as **MYDIN** has the same vision of creating opportunities for traders and buyers a better place to shop and earn benefits.





# BOOK OF RECORD

**Taaka Lee Sdn Bhd** has contributed vibrancy & diversity to the entrepreneurial landscape by officially being acknowledged for receiving the prestigious recognition from **The Malaysian Book of Records** as the “**Most Bazaar of The Year**”, acknowledging the participation of 333 local traders in 25 bazaars in 2023.

Taaka Lee Sdn Bhd has consistently organized successful Bazaars across Malaysia with the involvement of only Local Traders under four distinct names—**Angadi Street, Bombay Bazaar, Madras Market, and Foodie Papa Food Fair** in main cities like Penang, Perak, Kuala Lumpur, Selangor, Negeri Sembilan, Melaka & Johore.





# BAZAAR GALLERY



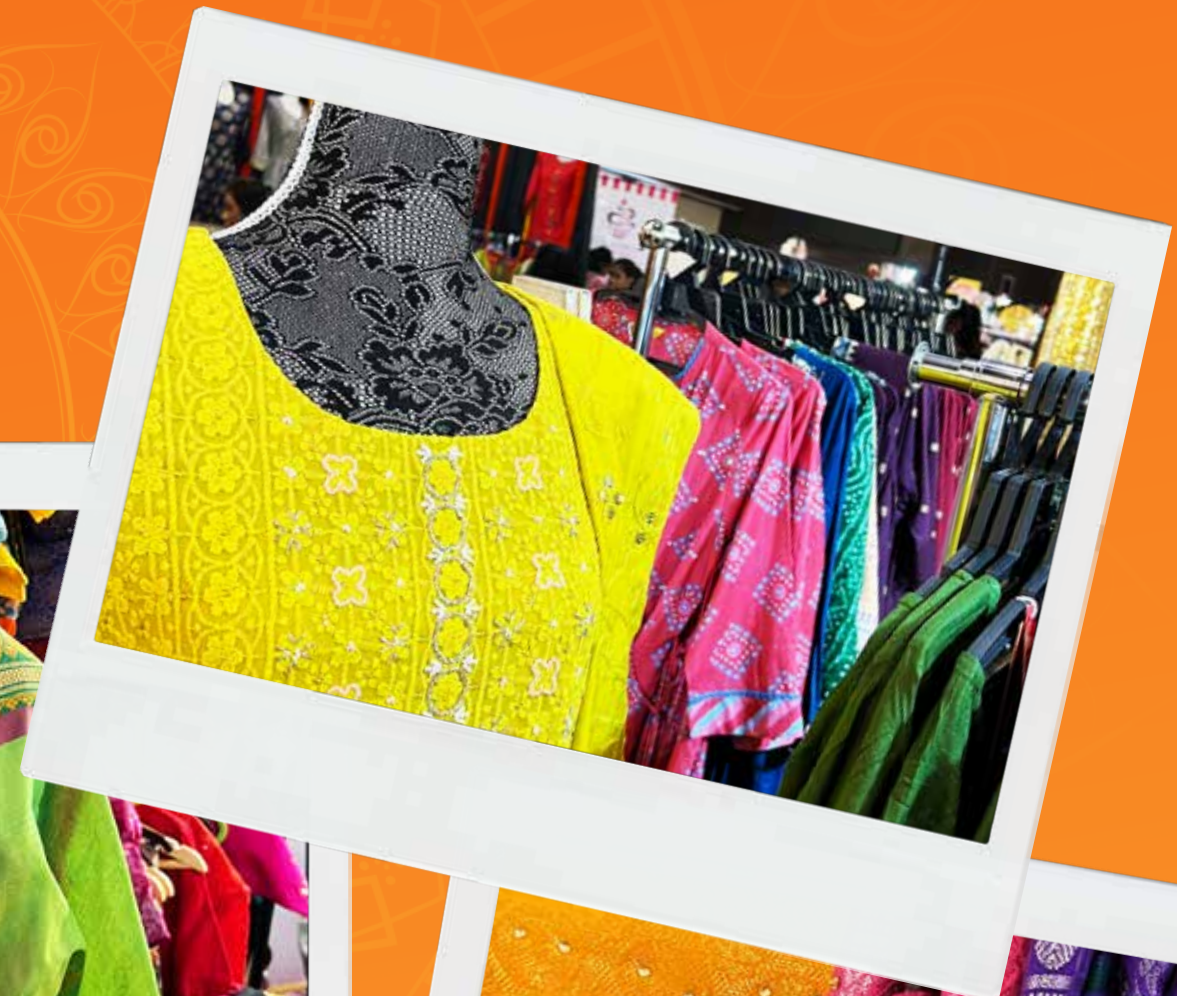


# BAZAAR GALLERY





# PRODUCT FASHION

[About](#)[Home](#)[Contact](#)

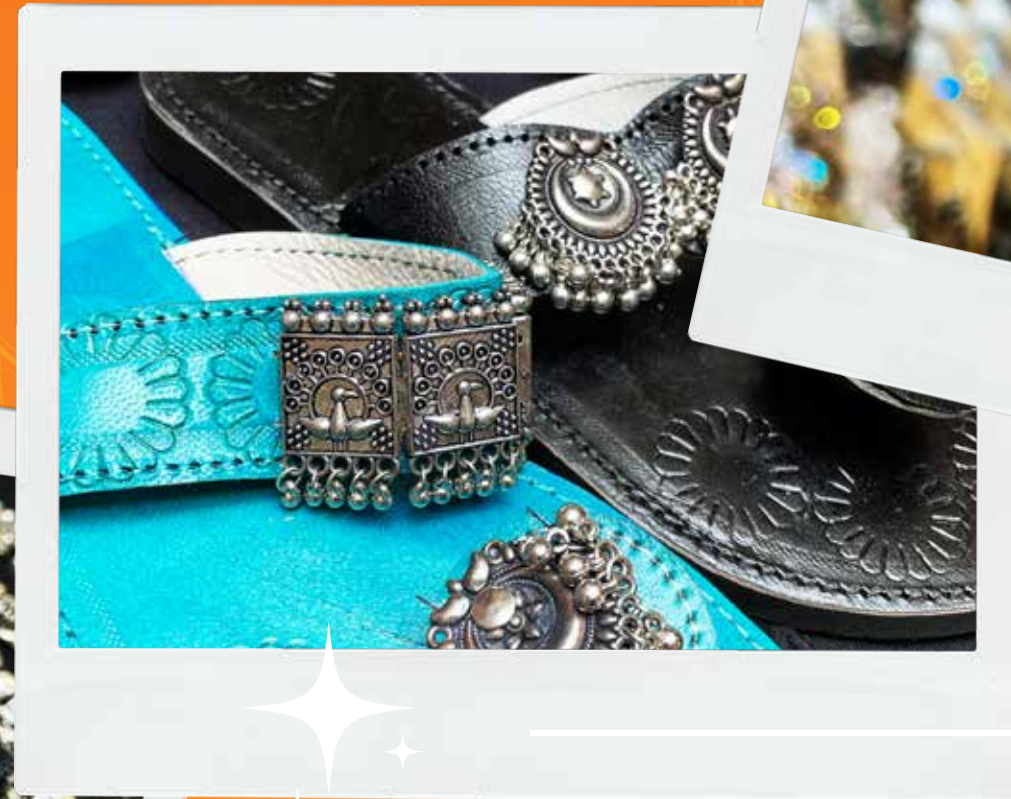


# PRODUCT ACCESSORIES

[About](#)[Home](#)[Contact](#)



# PRODUCT ACCESSORIES

[About](#)[Home](#)[Contact](#)



# PRODUCT FOOD

[About](#)[Home](#)[Contact](#)



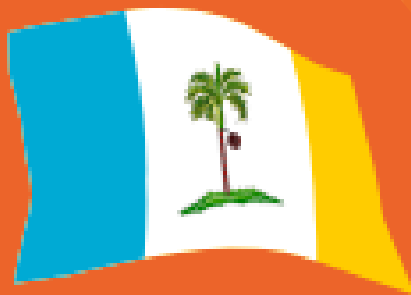
# PRODUCT DECO

[About](#)[Home](#)[Contact](#)





# NATIONWIDE 6 STATES IN 2024



PULAU PINANG



JOHOR



PERAK



MELAKA



SELANGOR



NEGERI SEMBILAN





# SCHEDULE

## *Phase 1 & 2*

### **PHASE 1**

JAN - JUL 2024  
**NATIONWIDE TOUR**  
**TOTAL OF 7 EVENTS**

### **PHASE 2**

SEPT - OCT 2024  
**DIWALI TOUR**  
**TOTAL OF 6 EVENTS**



## JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MUTIARA  
RINI

## FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

BUKIT  
MERTA JAM

## MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SUBANG  
JAYA

## APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MERU  
RAYA

## MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MUTIARA  
RINI

## JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEREMBAN 2

## JULY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

BUKIT  
MERTA JAM



## SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## MUTIARA RINI

## SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## BUKIT MERTA JAM

## OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## SUBANG JAYA

## OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## SEREMBAN 2

## OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## MERU RAYA

## OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## MITC



## MARKETING STRATEGIES



LED  
BILLBOARD



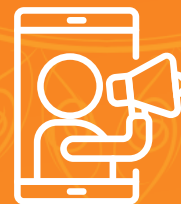
RADIO  
AD



STAGE  
SHOWS  
ACTIVITIES



SOCIAL  
MEDIA



INFLUENCERS



CAMPAIGNS



SMS  
WHATSAPP  
BROADCASTING



BOOSTING



BUNTINGS



## POWERED BY - DELIVERABLES

# BOMBAY BAZAAR 2024

MEDIUM	CO-SPONSOR - 3 EVENTS (RM21,000)	QUANTITY	VALUE (RM)
PROMOTION SPACE (5 ft X 6 ft)	<input checked="" type="checkbox"/>	RM1,500.00 X 3	4500
AD ON INDOOR LED SCREEN (MYDIN)	<input checked="" type="checkbox"/>	3 DAYS PER EVENT	4500
LOGO PLACEMENT - PROMO VIDEOS	<input checked="" type="checkbox"/>	MIN. 30 VIDEOS/EVENT X 3 EVENTS	4500
SOCIAL MEDIA POST - TAAKA LEE STUDIO IG	<input checked="" type="checkbox"/>	20 POST	4000
EVENT HIGHLIGHT & PRODUCT VIDEO	<input checked="" type="checkbox"/>	3 VIDEOS	4500
SOCIAL MEDIA POST - MMM IG	<input checked="" type="checkbox"/>	10 POST	3000
INFLUENCER PROMO/REVIEW VIDEO	<input checked="" type="checkbox"/>	3 (THREE)	4500
ON STAGE CREDIT MENTION	<input checked="" type="checkbox"/>	6 SHOWS & ACTIVITIES	3500
LOGO PLACEMENT - PROMO POSTERS	<input checked="" type="checkbox"/>	MIN. 30 POSTERS/EVENT X 3 EVENTS	3500
EVENT HIGHLIGHT PHOTOS	<input checked="" type="checkbox"/>	3 EVENTS - UNLIMITED PHOTOS	3000
GRAPHIC DESIGNING - SOCIAL MEDIA POST	<input type="checkbox"/>		
LOGO PLACEMENT - OUTDOOR-LED PROMO	<input type="checkbox"/>	-	-
PR EVENT - BRAND EXPOSURE	<input type="checkbox"/>	-	-
LOGO PLACEMENT - BUNTINGS	<input type="checkbox"/>	-	-
LOGO PLACEMENT - MYDIN MAILER	<input type="checkbox"/>	-	-
LOGO PLACEMENT - ENTRANCE ARCH	<input type="checkbox"/>	-	-
PRODUCT PHOTO SHOOT	<input type="checkbox"/>	-	-
PRODUCT VIDEO SHOOT	<input type="checkbox"/>	-	-
JINGLES RECORDING	<input type="checkbox"/>	-	-
RADIO ADS (5 SEC)	<input type="checkbox"/>	-	-
TOTAL			39500

SPONSORSHIP  
DELIVERABLES



# CONTACT US

