



## NEEDS

- Current MUET - pen-and-paper test 3-times a year, each session with 40,000-50,000 test-takers
- Potential customers
  - STPM and matriculation students.
  - Diploma and pre-university students wishing to pursue a first degree programme in local or foreign universities.
  - Teachers and instructors teaching MUET.
- Cost – AFFORDABLE
  - Hardcopy module priced at RM25.
  - Alternatively, online subscription to MUET at RM20 per subscription per year in MyLinE at <http://myline.utm.my>

## BENEFITS

Cost structures	Revenue streams/ forecasts
<ul style="list-style-type: none"> <li>• Material developers – develop materials</li> <li>• Staffing – monitor/design online platform</li> <li>• Connectivity</li> <li>• Cloud server</li> <li>• Printing of modules</li> <li>• Promotional drive</li> </ul>	<ul style="list-style-type: none"> <li>• Sales of module (RM25/module)</li> <li>• Fees for online subscription (RM20/subscription)</li> <li>• Courses (E.g.: On request, HELP University, JPNJ)</li> <li>• Training of Trainers (E.g.: UNMC-BCEDP, HELP University)</li> <li>• Licensing</li> </ul>

## COMPETITORS

- Book writers – No competition at all.
- Teachers who use Blogspot/WordPress – Very few.

## INTRODUCTION

- The Malaysian University English Test (MUET) will introduce a new syllabus which complies with CEFR (Common European Framework of Reference for Languages) in November 2018.
- No ready-made materials available for use by the test-takers.
- MyLinE is the only language learning portal in the country recognised by MEC to provide ready-made resources and testing items for MUET based on the current syllabus.
- One member of UTM MyLinE Task force has been trained on CEFR and its material development by Cambridge Examination (owner & developer of CEFR).

## APPROACH

- Experienced material developers
  - 245 copyrights
- Competitive price
- Custom-made resources
  - MEC standard & format
  - Added & updated
- Custom-made reporting
  - Tailor-made to institutional request
- Immediate feedback
  - Performance & explanation



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