

An In-house Memo of the Coca-Cola Company, Atlanta, USA

Date: 14 December 2005
To: T.R. Soleau (VP-Sales-North America)
From: Raymond Clarke (Director-Marketing)
Re: Marketing Plan Review

As you requested, the Marketing Plan Review process has been established and is ready to be put in motion. Initial meetings with all divisions, territories, and marketing and sales staff have been scheduled to begin early next month and will continue until March. Here is the schedule for the meetings:

Southwest	Century City Hotel, Los Angeles	3-7 Jan.
Northwest	Raddison Hotel, Portland	15-19 Jan.
West	Sheraton Stratford Hotel, Boise	1-4 Feb.
Midwest	Chicago Carlton Hotel, Chicago	10-14 Feb.
South	Atlanta Belle Hotel, Atlanta	20-24 Feb.
Northeast	Central Park Central Hotel, New York	5-9 Mar.
Southeast	New Century Hotel, Tampa	15-19 Mar.

Attendees will discuss the new marketing plan and give their opinions. In particular, we are anxious to have the following questions answered:

- Will the plan work in all areas?
- Are any regional adjustments needed?
- How does each region react to our new image?
- What is each region's gut-level reaction to the plan?

I have prepared a 16 page questionnaire to be distributed at the meetings. Hopefully, we will receive input for everyone. I have attached a copy of the questionnaire.

Please let me know if you have any questions.

Attachment: Questionnaire

CC: All the members of the Strategic Marketing Team-North America

Figure 9.9 Sample Memo Report