

### ### Meeting Note

**\*\*Date:\*\*** September 16, 2024

**\*\*Time:\*\*** 10:00 AM

**\*\*Location:\*\*** Conference Room B, Main Office

**\*\*Attendees:\*\*** John Doe, Jane Smith, Michael Johnson, Emily Davis

#### #### Agenda:

1. Review Q3 Sales Performance
2. Discuss Marketing Strategy for Q4
3. Project Timeline Updates for New Product Launch

#### #### Discussion Points:

##### - **\*\*Review Q3 Sales Performance:\*\***

John presented the Q3 sales report, highlighting a 12% increase in revenue compared to Q2. Key areas of growth included online sales and international markets.

##### - **\*\*Discuss Marketing Strategy for Q4:\*\***

Jane outlined the proposed marketing strategy for Q4, focusing on social media campaigns and collaborations with influencers. The team discussed the budget allocation and potential markets to target.

##### - **\*\*Project Timeline Updates for New Product Launch:\*\***

Michael provided an update on the new product launch timeline, noting that the development phase is on track. Emily suggested adding a soft launch in early November to gather customer feedback before the official release.

#### #### Action Items:

1. **\*\*Finalize Q4 Marketing Plan\*\*** - Assigned to Jane Smith - Due: September 30, 2024
2. **\*\*Prepare Soft Launch Materials\*\*** - Assigned to Emily Davis - Due: October 15, 2024
3. **\*\*Update Sales Forecast\*\*** - Assigned to John Doe - Due: September 25, 2024

#### #### Decisions Made:

- Approved the Q4 marketing strategy with a focus on digital campaigns.
- Agreed to proceed with a soft launch for the new product in early November.
- Decided to re-evaluate the sales forecast after the soft launch.

#### #### Next Meeting:

- **\*\*Date:\*\*** October 1, 2024
- **\*\*Time:\*\*** 2:00 PM
- **\*\*Location:\*\*** Conference Room B, Main Office