**REPORT 1**

Date: January 4th, 2013  
To: Gordon MacLeish  
From: Andrew Williams, Head of the Publicity Department  
Subject: Advertising Plan for the Hotel and Resort Center Green Valley

Since its opening in 2010, the Green Valley Hotel has become a well-known and popular destination for health-oriented tourism. Located in an advantageous and picturesque place, Green Valley offers a wide variety of recreational and relaxation services; however, one significant problem the center has faced lately has been a lack of proper advertisement. With this in mind, a special group was developed to devise an efficient advertising campaign for Green Valley. **This report reflects the work done during the period from December, 2013, until January, 2014.**

**Work Completed**

Dec. 10th – The first meeting of the Publicity Department reviewed the current situation by designating and stating the hotel’s issues.

Dec. 14th – The second meeting of the Publicity Department discussed ways of solving the problems Green Valley faces due to the lack of advertising. This was primarily a brainstorming session.

Dec. 20th – The third meeting of the Publicity Department created a working plan for the Green Valley advertising campaign.

Jan. 3rd – Persons responsible for researching the first stage of work were assigned.

Jan. 7th – Katherine Johns and Robert Chow completed research on the geographical location of the resort center and the surrounding landscape. Their report contained a summary of landscape features as well as suggestions for how to present these features in a positive light. See Attachment 1 to view this document.

Jan. 10th – Michael Kramer submitted the results of his research on the historical background of the location where Green Valley is situated. He suggested adding local color to existing advertising materials, such as brochures and promo-videos, and emphasizing the association between ancient traditions and modern technologies in the center’s customer service approach.

Jan. 12th – John Normal and Sophia Anderson finished analyzing the current services available in the region. Their research included finding current information on local hotels and motels, their services and service quality, as well as average prices, room-types, and other amenities.

Jan. 17th – Sara James, John Crane, and Lily James completed their research on local entertainment facilities, local attractions, and shopping experiences, including those in the airport. They found the area has no entertainment centers or malls, but does have large numbers of museums and art galleries, as the area is renowned for the many famous artists who used to live there and paint local scenes. Attachment 2 contains suggestions for capitalizing on these through the proposed advertising campaign.

Jan. 21st – Andrew Brankovich completed a survey of local cuisine, restaurants, and dining spots.

Jan. 23rd – The group completed the process of analyzing and synthesizing the research materials.

Jan. 24th – The present progress report was written and submitted.

**Work Remaining**

Starting February 1st, the group plans to start full-scale work on the second stage of the advertisement campaign project. They plan to select materials to prepare the layouts for print and non-print advertisements, such as brochures, banners, and videos. The group plans to submit the next progress report on March 1st.

**Issues**Following an unexpected data loss on A. Brankovich’s computer, the data was restored three days later. He was able to retrieve most of the collected data with the help of the drafts that he made during his research.

Financial hardships due to insufficient funds being allocated for the trip to the Green Valley Hotel were addressed to the Accounting Department for financial assistance.

Because of adverse weather conditions caused by seasonal storms in this region, it was impossible to conduct research that required traveling.

**Summary**

The work on the advertising campaign project is proceeding as planned, despite there being some issues faced during the reporting period. To date, the team has finished researching the area and has distinguished key elements that will be emphasized in the future advertising campaign (see Attachment 3). Beginning February 1st, the team will start working on the second stage of the project.

**REPORT 2**

New Store Expansion of Midnight Bookstores in GreenlakeDate: June 1st, 2013To: Leonard HovenFrom: Wendell Summers: Supervisor for Company ExpansionSubject: Progress of New Store in Greenlake

Midnight Bookstores opened its first store in 2005, which garnered great respect and sales in its first quarter. After only one year, the company founded two new stores in the Lake City and Capitol Hills areas, respectively. In April of this year, the company has expanded by launching a new store in Greenlake. Greenlake is a sector in Seattle with a large reading population and a socio-economic base that fits the description of our target customers outlined in our business plan. The following is the work completed at our new store in Greenlake, displaying our consistent progress.

**Work Completed**

April 1st – Launch of the new store. Decorations in relation to April Fools Day. A count of 347 non-staff people entered the store.

April 3rd – Hired one clerk and one customer service representative.

April 10th – We had 6.3% more clientele buy our products than expected in our original assessments of the estimated progress.

April 11th – Better Business Bureau representatives visited our new store and gave it a 8.5/10 rating in customer service and environment.

April 14th – The Greenlake store was reviewed in the Seattle Times. It was a fairly favorable review that focused on our 24-hour brand philosophy and how Greenlake would benefit from our presence.

April 20th – Our original estimates about the number of products purchased after 20 days is close to the actual figures. There is only a 0.46% increase from our estimate.

April 26th – Famous author Rick Perry honored the store with a visit and gave a reading. He attracted 250 individuals to the reading, which is our maximum capacity. We sold 42.1% more products than the daily average on this occasion.

April 30th – Hired a new accountant, as our previous accountant was transferred to Lake City.

May 2nd – Our projected number of products sold is below the actual figure: we had a 4.4% increase from our original estimates.

May 7th – The store manager, William Stokes, experimented with a discount on all fantasy genre books on World Fantasy Book Day. The profits gained from this discount was $147.56.

May 10th – Products purchased exceed the original estimate by 3.2%

May 16th – The Greenlake store was featured on the Kiro-10 news channel, which showed a 10-minute special on our company values, philosophy, and information about our new store. There was reported to being 676,134 viewers.

May 20th – Products purchased exceed the original estimate by 2.3%.

May 24th – Manager Stokes noticed the sales of non-fiction books were not up to numbers. He made a 10% discount on non-fiction books. Sales-by-day have increased by 2.5%.

May 30th – Products purchased exceed the original estimate by 2.7%.

**Issues**

Our original estimates in the sales of non-fiction books at the Greenlake store are down 4.6%. Though discounts are currently working to improving the numbers of sales, this strategy may not work for more than one quarter. It is then recommended to bring more attention to non-fiction books and make them appealing to purchase in regard to our target customers by showcasing them and hosting famous non-fiction authors at the store.

Our accountant, Redford Goddard, took 3 days longer overall than expected to finish each of the 10-day estimate-comparison reports. He has been reprimanded by being set to a fixed schedule in June. If he does not complete the reports on time, he may be fired.

**Future Plans**

The Greenlake store will invite Francis Reinfeld, author of the bestselling book How to Live Casually With No Money for a meeting with the public. This is intended to increase sales in non-fiction books.

A new online advertising campaign will commence on June 15th. It will focus on Facebook, Twitter, and Flickr promotions.

**Summary**

The amount of products sold in comparison with our original estimates have exceeded our expectations by an average of 2.8%. The Greenlake staff have been amiable and have worked according to their quotas. Our accountant, however, has been reprimanded for slow work and will be fired after June if he does not meet our timetable. Midnight Books can be assured that this expansion was a prudent choice, and more expansion is almost assured.