

MEMORANDUM

From: VP Strategy

To: Henry Morgan

Subject: Possible Functional Actions

Henry, as you are aware I recently attended a conference on taking an offering up the secular growth curve. In the course of the Conference I came across the attached list. As far as I can tell these items are the ones you should consider.

As far as I can gather, the list is correct but each action has a different effect in each period. They act by increasing your competence and market legitimacy as perceived by the customer.

I am afraid I was not able to find the sequence. That I guess is the challenge facing your team. As far as I can tell the list contains all the Actions required. You will need to reassess which items are appropriate each period. Some may carry over from one period to the next, others will not.

Regards

SUGGESTED ACTIONS FOR SECULAR GROWTH CURVE: SOCIAL MEDIA

SOCIAL MEDIA			
Set up/maintain warranty terms			
Set up/maintain support call centres with suitable support tools			
Train 3rd party distributors to handle support issues			
Set up self-help, FAQ systems			
Business decision on level of support and performance parameters			