

Protecting LegacyCo's Future

“The loss of key talent to NewCo has shocked LegacyCo. The upcoming resource demands by NewCo will be very substantial. It is crucial to get a handle on LegacyCo's own cash needs. Rumours of possible disruption in LegacyCo's interlinked B2B and B2C markets are intensifying. Yet all the usual suspects deny any interest. You fear LegacyCo, weakened by NewCo's demands could be destroyed by a determined attack. Protecting and maximizing cash flow is critical; a review of projects, efficiency actions and driving sales are vital...”

Attached is a selection of notes and memos to support your decisions

AGENDA
EXECUTIVE COMMITTEE MEETING
PERIOD 2

Below are the subjects for discussion at the upcoming Executive Committee Meeting. The decision on hiring a new Advertising Agency has been moved to the front as it is time sensitive.

1. The Agency Proposal: see Winnifred Thomas Memo
2. The Development Projects Review: see Jack Horner Memo and Current Project Listing
3. Budgeting: decisions will be needed on projected revenue, Marketing and Sales expenditure and headcount by function
4. Strategic and operational initiatives: see Strategy Officer Memo on amendments to the current list of options

Copies of all relevant memos etc. are attached.