TO Bruno ferraro ceo of DINO CREAM

Im sending you this proposal for invest our company

Introduction

Dino cream is a huge company which belgons to the ice cream market. It has a long experience in the área and its ready to take a step foward on innovation

Objetives

to enable the company to became an uptadated Brand, we propose an investment of 3 million pounds over the next two years

Options and benefits

The board of directors has agreed the following investment plan

1. upgrading company’s equipment and fleet of trucks in order to lower our costs
2. distributing to more outlets so the Brand can increase its sales and profits
3. making the company more “Green” in favor of improving the company image and sales
4. improvint the products packaging in spite of increasing sales.

Cost

1. upgrade company’s equipment and fleet of trucks 1.2 million
2. distribute to more outlets 500000 dolars
3. make the company more “Green” 800000 dolars
4. improve the products packaging 400000 dolar

Schedule

1. upgrade company’s equipment and fleet of trucks: this will start immediatly an be completed by april 14th
2. distribute to more outlets: the Brand will start with the development in may
3. make the company more “Green”: the Green theme begins in december
4. improve the products packaging: about this topic, we going to start in august.

Summary

A presentation to the board of director on march 23th to discuss an improvment on equipment.

An intensive follow up of the market share.