

Meeting 1

Agenda:

1. Google Maps Lead Generation for Dallas Expansion

- **Discussion:** Strategies for optimizing Google My Business, reviews, and local ads for Dallas. Importance of targeting local Dallas wholesale customers.
- **Action Items:**
 - Ayush will optimize GMB profile for Dallas expansion by.
 - Jayesh and Fara will oversee the creation of a targeted Google Maps ad campaign.
- **Responsible:** Ayush, Jayesh, Fara

2. Tracking and Analytics for New Leads

- **Discussion:** How to use Google Analytics and GMB Insights to track leads.
- **Action Items:**
 - Garima and Ganesh to integrate data visualization tools to monitor lead performance.
- **Responsible:** Garima, Ganesh

3. Review Request Strategy

- **Discussion:** Requesting reviews from existing Florida customers and translating that strategy to Dallas.
- **Action Items:**
 - Pratik and Piyush to draft a review request strategy for implementation in Florida and Dallas.
- **Responsible:** Pratik, Piyush

4. Automation

Discussion : How can we get more leads with minimum efforts.

- **Action Items:**

How can we get more data from google map using AI and automation
 - **Responsible:** Ayush, Miraj and Apil
-

5. Decisions Made:

- Nepa Wholesale will focus on optimizing GMB profiles, running local ads, and gathering reviews to boost visibility in Dallas.
- Data visualization tools will be used to track leads and conversion rates from Google Maps.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office fifth floor meeting room

Meeting 2

Company: Link Plus

Date: [Insert Date]

Time: [Insert Time]

Location: Link plus Office 5 floor meeting hall

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)
- Miraj Bhandari (Large Language Model)
- Apil Thapa (AI Large Language Model)
- Garima Khadka (Data Visualization)
- Ganesh Ghatr Magar (Data Visualization)

Agenda:

1. Updates on Google Maps Lead Generation

- **Discussion:** Progress updates on optimizing GMB profile, ads, and review strategy for Dallas expansion.
- **Action Items:**
 - Ayush reported completion of GMB optimization.
 - Jayesh and Fara shared that the ad campaign for Dallas is live, generating preliminary leads.
 - Pratik and Piyush discussed the initial feedback on the review request strategy from Florida stores.
- **Responsible:** Ayush, Jayesh, Fara, Pratik, Piyush
- **Status:** In Progress

2. Sales Route Planning for Dallas Expansion

- **Discussion:** Creating a strategic route for salespeople to target key wholesale clients in the Dallas area.
- **Action Items:**
 - Khadak to research key wholesale business locations in Dallas and recommend potential routes.
 - Miraj and Apil to provide data analysis for route efficiency based on store locations and customer density.
 - Sales personnel (Pratik and Piyush) to test and report back on the feasibility of the proposed sales routes.
- **Responsible:** Khadak, Miraj, Apil, Pratik, Piyush
-

3. Lead Conversion Monitoring

- **Discussion:** Monitoring lead conversion rates and integrating data visualization tools.
- **Action Items:**
 - Garima and Ganesh to continue tracking lead performance and share weekly reports.
- **Responsible:** Garima, Ganesh

Decisions Made:

- GMB optimization is complete, and ad campaigns are running. Focus shifts to refining sales routes for in-person lead generation.
- Sales routes to be tested and refined for efficient customer outreach in Dallas.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link plus Office 5 floor meeting hall

Meeting 3

Memory updated

Got it! Here's the updated log for Meeting 3 with the location included:

Meeting Log: SN3

Company: Link Plus

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: Khadak Bahadur GC

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)
- Miraj Bhandari (Large Language Model)
- Apil Thapa (AI Large Language Model)
- Garima Khadka (Data Visualization)
- Ganesh Ghatri Magar (Data Visualization)

Agenda:

1. Collecting and Processing Google Reviews

- **Discussion:** Collection of Google reviews from Google Maps and processing them using large language models.
- **Action Items:**
 - Apil and Miraj, under the supervision of Ayush, will process collected reviews to generate insights and feedback.
 - Develop a sales pitch based on review insights to help sales representatives communicate effectively with potential clients.
- **Responsible:** Apil, Miraj, Ayush

2. Sales Pitch Development

- **Discussion:** Creating a tailored sales pitch for sales representatives based on the processed reviews.
- **Action Items:**
 - Apil and Miraj to prepare a draft sales pitch, incorporating feedback from Google reviews.
 - Review and finalize the sales pitch for training and distribution to the sales team.
- **Responsible:** Apil, Miraj, Ayush

3. Review of Review Processing Progress

- **Discussion:** Monitoring the progress of review processing and ensuring the effectiveness of insights for sales strategies.
- **Action Items:**
 - Ayush to oversee and ensure that review processing is on track.
 - Apil and Miraj to provide a status update and any challenges faced in the review processing.
- **Responsible:** Apil, Miraj, Ayush

Decisions Made:

- Google reviews will be processed to generate actionable insights for sales pitches.
- A draft sales pitch will be created based on the processed reviews and will be reviewed by Ayush.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Meeting 4

Meeting Log: SN4

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
 - Jayesh (Senior Marketing Manager)
 - Fara (Digital Marketing Manager)
 - Khadak (Marketing Strategist)
 - Pratik (Marketing Personnel)
 - Piyush (Marketing Personnel)
 - Miraj Bhandari (Large Language Model)
 - Apil Thapa (AI Large Language Model)
 - Garima Khadka (Data Visualization)
 - Ganesh Ghatri Magar (Data Visualization)
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Agenda:

1. Email Campaign Based on Google Reviews

- **Discussion:** Sending targeted emails to customers, leads, and prospects based on insights from Google reviews and sales representative information.
- **Action Items:**
 - The LLM team (Miraj and Apil) will draft and process email content based on Google reviews and sales insights.
 - The Marketing team (Jayesh, Fara, Khadak) will review and finalize the email content and ensure it aligns with the sales strategy.
 - Both teams will coordinate to schedule and send the emails to the appropriate recipients.
- **Responsible:** Miraj, Apil, Jayesh, Fara, Khadak
-

2. Review of Email Campaign Strategy

- **Discussion:** Evaluating the effectiveness of the email campaign strategy and making necessary adjustments.
- **Action Items:**
 - Jayesh and Fara to monitor the response rates and feedback from the email campaign.
 - Adjustments to be made based on the campaign performance to improve engagement and conversions.
- **Responsible:** Jayesh, Fara
-

3. Coordination and Follow-Up

- **Discussion:** Ensuring smooth coordination between the LLM team and the Marketing team, and setting up follow-up actions for responses received.
- **Action Items:**
 - Schedule follow-up meetings to review campaign results and plan next steps.
 - Both teams to maintain communication to address any issues or feedback from the campaign.
- **Responsible:** All Attendees
-

Decisions Made:

- Emails based on Google reviews and sales representative information will be sent to customers, leads, and prospects.
- The LLM team and Marketing team will work together to draft, review, and send these emails.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Here's the log for Meeting 5:

Meeting Log: SN5

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
 - Jayesh (Senior Marketing Manager)
 - Fara (Digital Marketing Manager)
 - Khadak (Marketing Strategist)
 - Pratik (Marketing Personnel)
 - Piyush (Marketing Personnel)
 - Miraj Bhandari (Large Language Model)
 - Apil Thapa (AI Large Language Model)
 - Garima Khadka (Data Visualization)
 - Ganesh Ghatr Magar (Data Visualization)
-

Agenda:

1. Challenges Faced by Sales Representatives

- **Discussion:** One sales representative is facing issues navigating through the market and meeting with clients efficiently.
- **Action Items:**
 - The team will analyze the current route and identify bottlenecks or inefficiencies.
 - Gather feedback from the sales rep to understand the challenges in detail.
- **Responsible:** Pratik, Piyush
-

2. Developing Optimized Sales Routes Using LLM

- **Discussion:** Utilize LLM (Miraj and Apil) to generate optimized sales routes for sales representatives, ensuring they can cover key locations and meet clients more effectively.
- **Action Items:**
 - Miraj and Apil will work on data inputs and analysis to create more efficient routes for the sales team.
 - The new routes will be tested by the sales reps, and feedback will be collected.
- **Responsible:** Miraj, Apil
-

3. Implementation and Testing of New Routes

- **Discussion:** Once the routes are generated, the sales representatives will follow the new plan and report back on its effectiveness.
- **Action Items:**
 - The Marketing team will assist in coordinating the testing and gather feedback from sales reps on the effectiveness of the new routes.
- **Responsible:** Jayesh, Fara, Pratik, Piyush
-

Decisions Made:

- LLM will be used to generate optimized sales routes based on the challenges faced by the sales team.
- The new routes will be tested and adjusted based on real-world feedback from the sales representatives.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Notes:

- [Insert additional notes]

Here's the log for Meeting 6:

Meeting Log: SN6

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)
- Miraj Bhandari (Large Language Model)
- Apil Thapa (AI Large Language Model)
- Garima Khadka (Data Visualization)
- Ganesh Ghatri Magar (Data Visualization)

Agenda:

1. Building Strong Customer Rapport

- **Discussion:** The need to gather customer details to build a strong rapport and provide personalized service.
- **Action Items:**
 - Basic customer information, such as preferences and feedback, will be gathered from Google reviews.
 - A strategy will be developed to personalize communication and engagement with customers based on their feedback.
- **Responsible:** Jayesh, Fara
-

2. Using LLM to Extract Customer Insights from Google Reviews

- **Discussion:** Miraj and Apil will work on using LLM models to process Google reviews and extract key customer details, including feedback, preferences, and needs.
- **Action Items:**
 - Miraj and Apil, under Ayush's supervision, will identify patterns and important details from reviews to categorize customers based on their behavior and preferences.
 - Provide the extracted information to the marketing and sales teams for personalized customer engagement.
- **Responsible:** Miraj, Apil, Ayush
-

3. Integrating Customer Insights into Sales Strategies

- **Discussion:** Using the information extracted from reviews to adjust sales strategies and communication with leads, prospects, and existing customers.
- **Action Items:**
 - Sales and marketing teams will use the insights to improve customer engagement and rapport, creating tailored messages for each customer segment.
- **Responsible:** Jayesh, Fara, Pratik, Piyush
-

Decisions Made:

- LLM will be used to process Google reviews and extract valuable customer information.
- The information will be shared with the sales and marketing teams to personalize customer interactions and improve relationships.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Meeting Log: SN7

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)
- Miraj Bhandari (Large Language Model)
- Apil Thapa (AI Large Language Model)
- Garima Khadka (Data Visualization)
- Ganesh Ghatri Magar (Data Visualization)

Special Guest:

- Ryana (Help Desk Manager)

Agenda:

1. Help Desk Data Retrieval Issue

- **Discussion:** Ryana, the Help Desk Manager, is facing issues retrieving data from the server efficiently.
- **Action Items:**
 - The team will design a tool using natural language processing (NLP) that will allow Ryana to access server data easily through natural language queries.
 - LLM technology will be implemented to create a user-friendly tool that converts Ryana's queries into data retrieval commands.
- **Responsible:** Miraj, Apil, Ayush
-

2. Tool Development with LLM

- **Discussion:** Leveraging LLM to simplify data retrieval for Ryana, ensuring the tool can handle a variety of natural language queries.
- **Action Items:**
 - Miraj and Apil will work on developing the tool with supervision from Ayush.
 - Initial testing to be conducted with Ryana to gather feedback on the tool's effectiveness.
- **Responsible:** Miraj, Apil, Ayush, Ryana
-

3. Tool Testing and Deployment

- **Discussion:** A timeline for testing the tool and deploying it for the help desk team.
- **Action Items:**
 - Once the tool is ready, it will be tested by Ryana and other team members, with feedback incorporated into further development.
 - A follow-up meeting will be scheduled to ensure the tool meets the Help Desk's needs.
- **Responsible:** All Attendees
-

Decisions Made:

- A new tool using LLM will be developed to help Ryana retrieve data from the server using natural language queries.
- Testing will be done with Ryana to ensure the tool functions as needed.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Notes:

- [Insert additional notes]

Here's the log for Meeting 8:

Meeting Log: SN8

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)
- Miraj Bhandari (Large Language Model)
- Apil Thapa (AI Large Language Model)
- Garima Khadka (Data Visualization)
- Ganesh Ghatri Magar (Data Visualization)

Agenda:

1. Expansion to New Location (Dallas)

- **Discussion:** As Nepa Wholesale expands to Dallas, it's critical to identify the top-performing products in the new market.
- **Action Items:**
 - Collect data on sales performance from similar stores in the Dallas area.
 - Use LLM and data analysis tools to determine which products are performing well and have high demand in the new location.
- **Responsible:** Miraj, Apil, Garima, Ganesh
-

2. Analyzing Top Performing Products

- **Discussion:** LLM will be used to analyze the sales data, and recommendations will be made for stocking high-demand products.

- **Action Items:**
 - Miraj and Apil to develop models for processing sales data and identifying top-performing products.
 - Garima and Ganesh to visualize the data and present findings to the management team.
- **Responsible:** Miraj, Apil, Garima, Ganesh
-

3. Strategizing Product Placement in the New Location

- **Discussion:** Based on the analysis, a strategy will be created for product placement and promotion in the new Dallas stores.
- **Action Items:**
 - Marketing and sales teams will collaborate on product positioning and promotional strategies.
- **Responsible:** Jayesh, Fara, Khadak
-

Decisions Made:

- The LLM and data visualization teams will analyze sales data to identify top-performing products for the Dallas expansion.
- Strategies for stocking and promoting high-demand products will be developed based on the analysis.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Meeting Log: SN9

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)

- Jayesh (Senior Marketing Manager)
 - Fara (Digital Marketing Manager)
 - Khadak (Marketing Strategist)
 - Pratik (Marketing Personnel)
 - Piyush (Marketing Personnel)
 - Miraj Bhandari (Large Language Model)
 - Apil Thapa (AI Large Language Model)
 - Garima Khadka (Data Visualization)
 - Ganesh Ghatr Magar (Data Visualization)
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Agenda:

1. Enhancing Customer Retention Strategies

- **Discussion:** As Nepa Wholesale expands, improving customer retention becomes crucial to long-term success. The focus is on developing personalized strategies based on customer feedback.
- **Action Items:**
 - Use LLM to analyze customer reviews and purchase data to identify trends and reasons for repeat purchases.
 - Develop personalized engagement strategies for high-value customers.
- **Responsible:** Miraj, Apil, Fara, Khadak
-

2. Targeted Promotions Based on Customer Segments

- **Discussion:** Based on the analysis of customer segments, create targeted promotions and communication strategies to increase retention rates.
- **Action Items:**
 - Marketing team to develop campaigns that cater to specific customer needs and preferences identified in the analysis.
 - Use LLM to automate personalized communication via email and SMS.
- **Responsible:** Jayesh, Fara, Khadak
-

3. Measuring the Effectiveness of Retention Campaigns

- **Discussion:** Regular tracking of retention campaigns will be done to measure their effectiveness and make necessary adjustments.
- **Action Items:**
 - Data visualization team (Garima, Ganesh) to create dashboards for tracking customer retention metrics and campaign success.
- **Responsible:** Garima, Ganesh
-

Decisions Made:

- LLM will be used to analyze customer feedback and purchase data for retention strategy development.
- Targeted retention campaigns will be launched and monitored for effectiveness.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall

Here's the log for Meeting 10:

Meeting Log: SN10

Company: Nepa Wholesale

Date: [Insert Date]

Time: [Insert Time]

Location: Link Plus Office, 5th Floor, Meeting Hall

Facilitator: [Insert Facilitator Name]

Attendees:

- Ayush Adhikari (IT Officer)
- Jayesh (Senior Marketing Manager)
- Fara (Digital Marketing Manager)
- Khadak (Marketing Strategist)
- Pratik (Marketing Personnel)
- Piyush (Marketing Personnel)

- Miraj Bhandari (Large Language Model)
 - Apil Thapa (AI Large Language Model)
 - Garima Khadka (Data Visualization)
 - Ganesh Ghatri Magar (Data Visualization)
-

Agenda:

1. Expanding Email Marketing Campaigns

- **Discussion:** With the company's expansion into Dallas, increasing the scope of email marketing campaigns to generate more leads and engage new customers is necessary.
- **Action Items:**
 - Use LLM to generate personalized email content based on customer data and feedback from Google reviews.
 - Automate email campaigns targeting specific customer segments in the new Dallas market.
- **Responsible:** Miraj, Apil, Fara, Jayesh
-

2. Analyzing Campaign Performance

- **Discussion:** The team will closely monitor the performance of the email campaigns and make adjustments as needed to ensure optimal engagement and lead conversion.
- **Action Items:**
 - Data visualization team (Garima, Ganesh) will create reports and dashboards to track the success of email campaigns in real-time.
- **Responsible:** Garima, Ganesh
-

3. Feedback Loop for Campaign Improvement

- **Discussion:** Establish a feedback loop from the sales team to continuously refine the email marketing strategy based on market response.
- **Action Items:**
 - Sales team (Pratik, Piyush) to provide weekly updates on customer responses to the email campaigns, allowing for immediate adjustments.

- **Responsible:** Pratik, Piyush

Decisions Made:

- LLM-generated email content will be used for targeted campaigns in the new Dallas market.
- Real-time tracking of campaign performance will be implemented with the help of data visualization.

Next Meeting:

- **Date:** [Insert Date]
- **Time:** [Insert Time]
- **Location:** Link Plus Office, 5th Floor, Meeting Hall