



18 APRIL 2012 - MEETING MINUTES

Meeting was called to order at 8:30 p.m. at the conference room of company. In this meeting the consensus has been reached.

Participants:

Alexandra Kemplin, Managing Director and Chairman

Adrian Lewinski, Marketing Director

Sam Smith, Finance Director

Julian Hobbs, Sales Director

Mel Bryson, Promotion Agency Owner

Subject:

The amount of customers that applied and qualified for the balloon trip was much higher than the foreseen number of customers.

Our company ran a promotion in which any family booking 5 nights in Happy in Cappadocia Hotel between the dates 1st May and 16th May automatically qualified for a free balloon trip.

The balloon trips normally cost around €150 per person and Happy Tours had an arrangement with a balloon company, Colourful Balloons, to buy trips for 1000 guests at €70. Unfortunately, the promotion was incredibly successful and instead of the forecasted number of 1000, 3000 guests applied and qualified for their free trips.

Agreement with Balloon Company

To prevent leaving customers in a difficult situation, we have tried to deal with the owner of Promotion Agency. Initially, there was no agreement about the extension of the time schedule and the persistence of discounts with the owner of the Balloon Company. After a brief negotiation that involved some warnings relevant to cancelling the renewal of future contracts, the Balloon Company owner had to accept our proposal. Then we rented the balloons for another two weeks with the discounted price.

Additional Promotion

For the likely event that more than a thousand clients want to attend the balloon tour, we will give some opportunities to our clients to take advantage of various activities in our hotel for free.

Determination of Quota

Sales Department did not stop after the 1000th sale due to the inexistence of a certain quota. To prevent this kind of mistake happening again, we decided to establish a quota for such events.

In-Company Communication Issue

Upon chasing the quota problem, we found out that our communication system was not working properly due to our old software systems. This was the reason that our departments could not contact each other. A notice was sent to IT department to solve this software issue.

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