**CONTAINS PROPRIETARY INFORMATION**

**MINUTES OF STAFF MEETING HELD ON THE 5th July, 2021 IN THE BOARD ROOM**

**ATTENDANCE:**

Mrs Lauretta Chinenye - Head Business Development

Mr. Akinniyi Rotimi - Accountant

Ms. Iyoyojie Adesua - HR/Admin

Mr. Abimbola Ogunmola - IT Manager

Ms. Joseph Gbudu - Software Developer

Mr. Darlington Ikenna - Sales/Marketing

Mr. Uriel Olusegun Ojogbede -Operations Manager, Laukamz

Ms. Frances Okeke - Front Desk (Secretary)

**Excuse**

Ms. Nneke Ifeyinwa - EPA to GMD

The meeting started with a short prayer led by Ms. Adesua at exactly 8:33am. She apologised for the inability to make the minutes available to everyone either via email or printed. As a result, she read it from Frances’ phone – the screenshots forwarded to her (Frances) by Vivian.

**DEPARTMENTAL REPORT**

**MARKETING**

In regard to Cyprus International and Esteem Academy, SchoolPro presentation was done by the marketers. We were told to expect an award letter this week. Jaalifestyle has concluded onboarding process on CNXRetail. The process was handled by Mr Joseph.

News-engineering is expected to make the outstanding payment. SchoolPro proposal for Fariah Academy is ready and is to be dispatched this week.

Mr Darlington had a meeting with Road Safety Corp on iCOOP last week Friday. The had a back and forth discussion on pricing. Their concern was; why should they pay more for iCOOP whereas another software offers the same solution/service at a lower rate. So, after a meeting with the developers on Friday, it was ascertained that iCOOP offers more and better services as against the said software.

**A.O.B**

Mr Rotimi emphasized on the need for marketers to know more about our products. Also, to have a good marketing strategy to convince clients. A good knowledge of our products will help them to answer questions in areas regarding prices , availability, support among others.

All hands must be on deck as regards bringing income to the company, because it expected of the company to at least generate a revenue of (6,000,000) six million naira a month to keep the company afloat compared to (64,500) sixty-four thousand five hundred naira generated last month.

**GMD’S SPEECH**

He (Engr. Dr. Maxwell Esan) started off by saying this is the second half of the year and now in the seventh month, what are the plans to generate income for the company. Mr Uriel was asked to give a feedback on the projects he is working on. He gave an account on Lamy training which didn’t work out due to delays on the part of government in releasing budget for the year. That has affected getting people on board.

He also stated that due to the pandemic he decided to adopt online training which still didn’t work out. He later decided to for Lamy in a box – a platform where students or participants can always go to learn. The plan is to have people to do individual courses on the platform. He is also working on HR processes which will be served online. Interested persons can always go there to download whatever document that suits their need for as low five thousand naira (N5,000.00) per document.

He noted that other proposals were sent out. We are being hopeful it works because they have been saying we should keep the communication line open. Mr Uriel also said most of the parastatals have the document on their portals.

In response, the GMD said he wasn’t impressed with the work so far and needs him to operate differently.

The GMD asked Mr Ubong what he has achieved since he joined the company two weeks ago. In response, he gave him an update on some of projects he is currently working on. He highlighted: market research, peach coding etc. He requested to present them to him afterwards.

Mr Pius was asked for a detailed report by the GMD. He said the report was currently undergoing review and it will be sent to him by 10:00am same day.

Th GMD went further to ask the whole house the plan for the next six months, the HR took the floor and shared her view on changing the strategy of the marketers in the area of market penetration by reassigning the marketers to different route for larger coverage. That for instance, Mr Darlington will be covering Lokogoma and Gwarinpa axis to flood the SME markets with CNXRetail while Ms. Divine will cover the federal parastatals marketing; iCOOP.

The GMD went further to express his dissatisfaction regarding the generated income so far for the company. He stated that the total sum that was generated from January - June was two million, two hundred and fifty thousand naira (N2,250,000) as against thirty-seven million, two thousand naira (N37,200,000) paid as salaries within the same period. And this came from his personal purse which isn’t supposed to be. Connexxion group company is supposed to fund itself and salary is expected to be paid from the funds generated. He recalled that in the year 2020 the company recorded zero (0) income due to the pandemic. Going forward GMD implied that he is going to run based on what we generate for the company to pay salaries and sort other operational needs.

Mr Rotimi also suggested the idea of pushing more on fibre optic services to client as the income generated so far in the cause of the year shows that 40% of it came from this service. He also implored all staffs to know more about the products and services rendered by the company like the back of our hand, which will further enhance our marketing skills and strategies.

The GMD gave a breakdown of what was generated so far in the past six months as follows:

* January N341,000,
* Feb N0
* March N506,480,
* May N0
* June N64,500,

Basically, the generated income for the past six months wasn’t up to one million naira (1,000,000) if expenses were to be considered. The GMD urged the marketers to do more, develop new tactics and strategy just like the bank marketers do, to get the company where it deserves to be. We need to look inwards to see what we are doing wrong and make corrections.

Madam Lauretta was asked on the marketing plan by the GMD and on how they follow up with leads. This led to Mr Darlington saying they have done presentations to about three (3) schools on SchoolPro while proposals have been sent out to about five (5) schools and a follow-up is currently on going. Some schools asked them to be patient while they deliberate on the proposal.

For News Engineering fibre optics proposals was discussed and currently, they’re waiting for feedback and also for their outstanding payments.

Mubymart – iHumane presentation was done but the MD wasn’t around to approve the payment. They were asked to hold on.

The GMD was displeased with the outstanding payment with News Engineering for over 90 days. In response Madam Lauretta gave reasons why they allowed that grace, stating that News Engineering faced some difficulties in making proper use of the products sold to them in areas like accounting and HR processes. She also stated that they made payment ahead of time in April and the software was deployed sometime in May. Because they are into public sector, they are still doing things manually, which is not good for us and needs to be handled carefully. In the process of all these, an opportunity for fibre optics was raised while discussing the outstanding bills.

Madam Lauretta admitted the marketing team haven’t really done well for the past six months (6) and she already had a meeting with them last week Friday. She spent about 4 hours with them trying to re-strategize. She went further to explain that most of our products are digital products which need to be push out digitally. She also asked for a (3) months grace to set things right. Other strategies have already been implemented which includes the AMP with about 200 leads generated. Out of the 200 leads, 10 showed interest and one client has paid for the service. She suggested a free webinar for them and also for some companies which are still finding it difficult to send in their HR’s for them to really understand why they need this product. She also asked the marketers to lay back on CNX247 but push further on iCOOP and CNXRetail.

Ms. Divine did a comparison research on other related companies and found out that we have more valuable and useful features on iCOOP which could be used as our unique selling point.

We were told by Madam Lauretta that Mr Ubong is currently creating contents that can sell. That he’s currently working on the following projects:

* Customer research
* Sales and funnel development
* Thank you, page,

This contents where created to give digital audience.

The GMD asked if the marketers do have a marketing plan and target before going out and they admitted having a plan before stepping out.

Madam Lauretta took the blame on the delay for the sales of SchoolPro due to new tracking feature that was asked to be added to the software, which have now been update by Mr Timothy and Mr Mubaraq.

The GMD still emphasized on the amount spent averagely in a month which is about 12-13 million naira; 37.2 million naira spent in total but only generated N787,000 in the past six months and blatantly refuse the 3 months grace requested by Madam Lauretta. He said, “To sell is not based on advert but needs; a convincing power and some level of persistency to get our products sold”. He expects marketers to sell 100 CNXRetail in a month knowing that it has amazing features that can be used for marketing points (e.g Bulk sms). He also stated that this month’s salary will be paid based on what the company generates. He asked we should have a general meeting to know and strategize on the next thing to do, step up, add value in any capacity we can, and get things right, otherwise he would take a drastic decision.

He further suggested that the marketers should know who to talk to, strategic places to go and where they are needed before going for any marketing

Lastly, he said beyond cooperative strategy and good work plan we should also pray for things to happen, as he would want to see major drastic change by the end of this month.

**SUGGESTIONS RAISED**

Mr Rotimi emphasized on strategies to use to penetrate the heart of Nigerians. He raised the need to have strong convincing points to defend the products e.g E-receipts, bulksms and ticketing and letting them know how CNXRetail can make their business more professional and make sales seamless. But in other to do that we need to know the products extensively.

Madam Lauretta stated that it seems they haven’t been following the target and sensed that something might be wrong somewhere because of the deals lost in the past. She also said they marketers haven’t really pushed, and they need to put in more efforts.

She emphasized on Lamy Learn and HR manual. That they are both finished project, and both are expected to start bringing income and also to be recognised. She also said, she will like Connexxion Telecom to be heavily into contracts like NERMSA and find out to partner with Lenovo or the dealers. The vision is to get our products all out and have proposals on government offices ready.

Mr Joseph suggested that some of our pricing should be compared and reviewed and do market analysis. He also stated that people should endeavour to go for training on Hubspot Academy to take relevant courses. To know the steps to take in order to boost our products online as well as offline. That we should also go for biding projects and attend some government seminars, get licence and also renew them as we go. He also talked about using the business leads we have to reach other companies.

Frances asked to be given a drafted email or proposal so that she can easily send them out on request when she source for leads to make work easier.

Mr Darlington said he would like to meet all shopping outlets.

Chisom raised the need for the company to make plans for the Abuja exhibition to showcase our products and company.

HR suggested that Laukamz price should be dropped to the lowest minimum and do more trainings.

Mr Uriel was asked what he has done to package the already existing products. He responded that nothing has been done.

Ms. Divine suggested we do summer lessons in the month of August and the classes should be scheduled per hour.

**TASKS**

Ms. Chisom was asked to draft a one-page document for our products and send them to Frances.

Mr Uriel was given 3 days to start implementing the plans and start working on Business in a box, separating them in categories which he is expected to start on Friday and finish it within two weeks. He is to head trainings on digital marketing and graphics.

Mr. Mubaraq is to take a training on graphic design and also help to categorise and schedule the courses. We decided to do CANVA on the 31st and Mr Ubong and Uriel should come up with a content.

Frances is to make a call to confirm outsourced companies, mails and addresses and was given a duration of two weeks. Mr Uriel is to supervise this task.

On the 6th of July Mr Uriel is to give feedback on how he can make N500,000 for Laukamz.

The generated emails should be given to Mr Ubong for digital marketing.

Sonia should be given access to tender login and is expected to be given every 2-3 days report and her performance will be judged based on how many tenders applied for in a month

**SUGGESTIONS**

The trainings should be 10,000 for the early birds then 15,000 for other participants. Mr Ubong volunteered to give trainings on Digital marketing and the trainings will be classified based on the need of the customers.

Training on Data analysis or entry should also be considered if we can have a section for SGL.

Ms Divine stated that before developing a software, it should be based on demand. Afterwards, the products can be sold and have a reference point. Considering that some of the projects are long term we shouldn’t expect fast revenue and some of our products are quite on the high side.

**TARGETS**

Individuals have to bring in 10 customers to come on the 1 year plan on CNXRetail.

Mr Rotimi stated that if we can focus on some of the products that can help use raise 11,000,000 this month, it will ease up some financial strains.

He listed the following products:

* 1 CNX-Presence
* 1 fibre optics
* 1 iHumane
* CNXRetail (10-20)

HR suggested we pair up on targets and have general meeting on Wednesday.

The meeting ended exactly 12:54pm

Okeke Frances. Mr. Akinniyi Rotimi

Secretary Accountant