This summary document outlines several proposals designed to increase our customer base, and in some cases increase our diversity through an expanded product range.� There are several different initiatives: targeted marketing campaigns, developing printing facilities to produce personalised greetings cards and motivational stickers, stamps and other associated products for primary and secondary schools.

In order to promote stationery sales for the company, we intend to launch a �back to school campaign�. This will be launched during July and August, with the intention of increasing small scale sales and expanding our customer base. We are also considering launching an advertising campaign at schools and colleges in the April to June period, as this appears to be when the vast majority of local schools order their stationery. This information has been obtained by analysing the purchase invoices of several local schools during the last 12 month period in exchange for discounted rates on certain product lines.Although this is a significant new market to expand into, the purchasing power of schools and colleges would not warrant an advertising campaign throughout the year. This is why the focussed campaign for three months should prove a more cost effective option.

This would give customers the chance to personalise their cards for that extra special touch.It would enable them to specify the messages, wording and cover graphic from a series of pre-designed or customised options It would also allow customers to make photo cards for those special occasions or just add a joke for the one that they love.It would enable customers to design and make the card suit the person it is intended for with a fantastic range of these greetings cards.Our additional web server and increased system capacity will enable customers to upload their text or amendments, for us to print and dispatch the card in the same day. The new secure server to allow on-line ordering using credit and debit cards, with additional customer security is already in place and has the capacity to handle up to one hundred thousand additional transactions per week.