

Month	Activity we will implement	Deadline	Responsible
January	<ul style="list-style-type: none"> - Before the end of January a meeting with one of the larges retailer of decorative art and kitchen utensils chains must be set up in order to establish a Shop-in-Shop concept. - Update web site (every month) 	31/1	Amish Charu
February	<ul style="list-style-type: none"> - Participate in the national decorative art and kitchen utensils trade fair. Sales pitch ordered and manned. - At the sales pitch: "Give us your business card and participate in competition – and receive Newsletter" - Establish two home parties where our kitchen utensils and Vijay's food meets - All contacts from the trade fair must be contacted and meetings must be set up. Goal: 50 % will buy from us - Update web site 	2/2 15/2 27/2	Amish Charu Charu Amish Charu
March	<ul style="list-style-type: none"> - Newsletter module must be bought for our web site and existing customers uploaded to newsletter database – if we get their permission. - Update web site 	30/3 30/3	Charu Charu
April	<ul style="list-style-type: none"> - PR articles are sent to provincial news papers and magazines about our new gourmet kitchen knife series - Follow up on PR articles – call the news papers and magazines 	20/4 30/4	Charu Amish Charu