

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