MARKET EXPANSION PROJECT

PROJECT BRIEF

Background

A meeting of ValleyView’s Board of Directors and senior management resolved to establish a team to investigate the feasibility of ValleyView expanding its publishing list to include ecotourism resources and Australian ‘real life’ travel stories.

Objectives

The team will investigate the feasibility of ValleyView entering the ecotourism and Australian ‘real life’ travel stories market.

The team will identify potential opportunities and threats and examine the sustainability of the markets, both in the short term and the long term.

The team will report to the Board of Directors and make recommendations based on its findings. The report will include:

- identification of recent trends in the publishing arena, particularly in ecotourism and Australian travel stories
- identification of competitors or likely competitors in the proposed markets
- an evaluation of the current and likely future demand for ecotourism-based resources and Australian travel stories
- identification of the potential market
- identification of likely titles for publication (if agents have any)
- predicted costs for entering the proposed markets
- potential staffing issues
- recommendations.

Team members

Team manager: (to be appointed)
Yo Mandon Research Officer (part-time)
Jacinta Del Rio Marketing Executive (full-time)
Mariella De Silva      Editor (part-time)
Vanitha Vismartali    Accounts Clerk (part-time)
Judi Hoffman          Senior Desktop Publisher (part time/casual)

The team manager will report to Manager, Sales and Distribution Geoff Ryder and Manager, Editing and Publishing Sophia Kysu at regular intervals throughout the investigation.

Timelines

Proposed commencement date:       Monday 4 September, 2003
Proposed date for handover of report:     Friday 8 December, 2003

RESPONSIBILITIES OF TEAM MEMBERS

Team manager (to be appointed)

The responsibilities of the Team Manager will include:

• overall project management
• budget control
• setting timelines
• monitoring the performance of team members
• evaluating progress
• providing feedback to team members
• quality management
• reporting to the Manager, Sales and Distribution and the Manager, Editing and Publishing
• finalising recommendations to the Board of Directors
• identifying any potential staffing issues
• providing costings for entering new markets.

Jacinta Del Rio, Marketing Executive

The Marketing Executive will be responsible for:

• identifying recent trends in the publication of ecotourism resources and Australian ‘real life’ travel stories
• identifying competitors or likely competitors in the proposed markets
• evaluating current and future demand for ecotourism-based resources and Australian travel stories.
Yo Mandon, Research Officer

The Research Officer will be responsible for:

• providing research assistance to the Marketing Executive in identifying recent trends in the publication of ecotourism resources and Australian ‘real life’ travel stories
• providing the Marketing Executive with current sales figures in relation to the publication of above resources
• providing information relating to competitors or likely competitors in the proposed markets identified by the Marketing Executive
• contributing to recommendations regarding ValleyView’s proposed entry into defined markets
• defining a potential customer base for the proposed areas.

Mariella De Silva, Editor

The Editor will have responsibility for:

• providing a list of potential titles for publication.

Vanitha Vismartali, Accounts Clerk

The Accounts Clerk will have responsibility for:

• assisting the Team Manager with budget control
• assisting the Team Manager in providing costings.

Judi Hoffman, Senior Desktop Publisher

The Senior Desktop Publisher will have responsibility for:

• designing a template for the presentation of the report
• collating information into report format
• publishing the report.

Approval

Approved and authorised by:

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Angus Smissen
General Manager

Date:.............................................