1. VALLEYVIEW PUBLISHING COMPANY

1.1 MARKET EXPANSION PROJECT BRIEF

A meeting between ValleyView’s Board of Directors and Senior Management resolved that a team be established to investigate the feasibility of ValleyView expanding its publishing list to include ecotourism resources and Australian ‘real life’ travel stories.

1.1.1 Team goals

- The team will investigate the feasibility of ValleyView entering the ecotourism and Australian ‘real life’ travel stories market and provide a report to the Board.
- The team shall identify potential opportunities and threats and examine the sustainability of these markets both in the short and long term.
- Identify recent trends in the publishing arena, particularly in ecotourism and Australian travel stories.
- Identify competitors or likely competitors in the proposed markets.
- Determine current and likely future demand for ecotourism-based resources and Australian travel stories.
- Define the potential customers for the proposed areas.
- Identify and investigate likely titles for publication (if agents have any) should ValleyView decide to enter these markets.
- Predict costs for entering these markets.
- Identify potential staffing issues.
- The team will make recommendations based on their findings.

1.1.2 Team members:

Team manager  (Yet 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: Geoff Ryder (Manager, Sales and Distribution) and Sophia Kysu (Manager, Editing and Publishing) at regular intervals throughout the investigation.

1.1.3 Timelines

Proposed commencement date: Monday 4 September, 20XX
Proposed date for handover of report Friday 8 December, 20XX

1.2 TEAM MEMBERS’ RESPONSIBILITIES

1.2.1 Team leader: Yet to be appointed

- Overall project and quality management.
- Budget control.
- Set timelines.
- Monitor performance of team members.
- Evaluate progress.
- Provide feedback to team members.
- Report to Geoff Ryder and Sophia Kysu.
- Finalise recommendations to the Board.
- Identify any potential staffing issues.
- Provide costings for entering new markets.

1.2.2 Jacinta Del Rio, Marketing Executive (Full time)

- Identify recent trends in the publication of ecotourism resources and Australian ‘real life’ travel stories.
- Identify competitors or likely competitors in the proposed markets.
- Determine current and likely future demand for ecotourism-based resources and Australian travel stories.

1.2.3 Yo Mandon, Research Officer (Part time—4 days per week)

- Provide research assistance to Marketing Executive in identifying recent trends in the publication of ecotourism resources and Australian ‘real life’ travel stories.
- Provide the Marketing Executive with the current sales figures in relation to the publication of above resources.
- Provide information relating to competitors or likely competitors in the proposed markets identified by the Marketing Executive.
- Contribute to recommendations regarding ValleyView’s proposed entry into defined markets.
- Define a potential customer base for the proposed areas.
1.2.4 Mariella De Silva, Editor (Part time—3.5 days per week)

- Provide a list of potential titles for publication should ValleyView decide to enter the markets.

1.2.5 Vanitha Vismartali, Accounts Clerk (Part time—3.5 days per week)

- Assist Team Manager with budget control.
- Assist Team Manager in providing potential costings of entering new markets.

1.2.6 Judi Hoffman, Senior Desktop Publisher (Part time/casual—2 days, plus as needed)

- Design a template for the presentation of the report.
- Collate information into report format.
- Publish the report.