

Appendix 1 - Sales Report

monthly sales report/forecast

Month:
May

This basic sales report/forecast tool is for a small or new business, which does not yet have a comprehensive computerised management information system in place. Such a system would normally integrate sales reporting with other business processes.

sales for month

number of orders

Revenues

average order value

Calls

month			
actual	plan	variance	%

comments on internal services affecting sales and customers (e.g., order processing, customer services, stock, distribution and deliveries/installations, service support, invoicing, major/national contracts, new product development, recruitment and training, etc)

competitor activity

market comments (trends, developments, SWOT factors of note, i.e., strengths, weaknesses, opportunities, threats)

Report compiled by **Date**

Appendix 2 – Marketing Plan

Category	Strategy
Target Market	Corporate clients – small-medium enterprises and departments within large companies.
Positioning Statement	The best value-for-money corporate travel packages going around
Offering to customers	Packages to include use of conference room, catering and accommodation. Duration to range from 1-5 day periods. Includes one lower-ranked and one higher ranked pricing model based on sophistication of rooms and catering.
Price Strategy	Increased weekend corporate package rates. 20% discount for weekdays. Rate charged per night stayed.
Distribution and Sales Strategy	Cold calling of target companies. Warm leads through existing regular guests of the motel.
Promotion Strategy Marketing Research	Sales manager to develop a cold calling strategy in consultation with team members, before commencing phone calls. Marketing to assist in conducting research to narrow down companies and departments to be cold called, as well as existing clientele of the motel that could offer warm leads. List to be provided to sales team.
Comparative competitor marketing analysis	All competitor accommodation venues in the local area experience a downturn in sales during the winter months. The exploitation of the corporate travel market during these months is relatively underdeveloped. The few competitors that do actively seek to market and sell such packages have pricing structures where conference facilities, catering and accommodation costs are charged separately. While this enables flexibility for potential corporate clients, our choice to combine these elements into integrated travel packages will allow the sales team to offer overall price reductions.