

Action Plan Summary

Three Months Action Plan

	First Month	Second Month	Third Month
Catalogs	1. Full Page in Food Today	1. Full Page in Tiger Shoppers	1. 1/2 page in MKY Catalog
PR & Events	1. Test event in Gordon's Center	1. Test event in Flower Gardens	1. Test event in Augler Mall
Advertising	1. Full Page in 3 Magazines	1. 1/3 Page in 3 Magazines 3. Once a Day 1 minute in Channel 11	1. 1/3 Page in 3 Magazines 3. Once a Day 1 minute in Channel 11
Mailing	1. Test of two mailing list (1,000 units per list)	1. First full mailing of 20,000 units.	1. Mailing Follow-up