

MEMO

DATE: August 9, 1994
TO: Vice President of Marketing
FROM: Ergo/2000 Product Manager
RE: Ergo/2000 Marketing Plan draft

The new Ergo/2000 collection of imported, finely crafted ergonomic office furniture represents the Corbu Groups' best opportunity to date to dominate market share in the office furniture industry. This new line of furniture carries a lifetime guarantee and emphasizes the finest quality materials. We foresee two main target markets:

- Executives who desire the highest quality office furniture
- Companies that need durable, ergonomically designed furniture for their high-tech labor force

The Corbu Group has already gained high visibility in the office furniture industry with the hiring of Laurie Manuel as marketing director. (Laurie's work in producing the initial product launch for the Ergo/1990 collection resulted in a revenue increase of about 24 percent. Her achievement has been written up in more than two dozen articles by the general business and office furniture industry trade press.)

There will be a formal presentation and discussion of the marketing plan and background for the Ergo/2000 product line within the next month. Following a review of this material, individual and group plans for advertising and PR should be developed and added to what will become our final Marketing Plan.

We plan to formally announce the Ergo/2000 collection at the Future office show to be held in San Francisco in April, 1995. Visibility will be high as all of the major office furniture retail chains attend this show. If the product line is as successful as our Ergo/1990 collection, we again plan to attend the furniture expo in Milan in 1995.

We are still developing the final numbers for the marketing budget, but Finance has provided the attached initial costs for the product line.