

Passport to Profit 2009

VIP Dealer Event

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Exclusive launch



NOT RICHTEXT AND NOT READONLYThe theme is "You make the difference". Whilst I am not a huge fan of slogans, we all need direction and this simple statement is easy to relate to. Take a look at "In it together" the example of Audio products in Argos and DSG for a good illustration. We all have a vital part to play. This weekly round-up is designed to takes us through the last 7-8 weeks until the end of this half year with key messages on our progress. Why have Sir Ranulph Fiennes in the Himalayas and Sir Chris Bonington with his E420? Simple answer: although they are certainly very motivated they did not succeed on their own. Even Ranulph Fiennes in some of his solo treks relied on a big team to get him to the start and back him up. To add an element of fun and interaction we will be awarding a £10 supercheque prize every day based on feedback from you and everyone in the group. Please forward anything you feel appropriate to be featured

Targets



NOT RICHTEXT AND NOT READONLYWe must hit certain sales figures and manage costs carefully to ensure we end this 6 month period where we want to be and in the black. In the simplest terms we have three key targets for August and September combined: DSLR - £3m turnover Digital Compacts - £7.5m Audio - £1.75m These are the bare figures but behind them lie detailed unit forecasts. We will let you know more in subsequent issues. New products will help with the Compact target in September and the teaser image hints at some exciting new technology. More of that later in the month.

Who are we?



NOT RICHTEXT AND NOT READONLYWho are we? We are Imaging and Audio: sales, marketing and operations. We are everyone directly working solely on Consumer. 42 people in all and in case you did not know – here you all are. Over the next few weeks we will be putting names and roles to faces but for now here are Greg Connell (GM - DSLR) and Linda Parkes (to get us started In all we are: Abigail Gavin Adam Fielden Alan Gardner Andrew Cochrane Anthony Laughton Ben Dunnett Ben Ford Billy Hok Yin Lui Carl Collins David Gray David Ivins Deborah Pascaru Diane Pascaru Edward Bampfylde Elisa Duriavig Emilia Genco Glen Foster Gregory Connell Halyna Chatelain Harjit Sohotey Ian Tolley Jerome Demare Jillian Adams Josette Nicholas Kellie Huggett Lee Buckley Linda Parkes Lydia Fowles Lynette Jones Marcus Cannon Mark Cheetham Mark Thackara Martin Anderson Nick Tungatt Patrick Jones Pauline Webley Peter Duddridge Robert Noel Ryan Braddock Sarah Cheetham Sophie Clark

We all matter



NOT RICHTEXT AND NOT READONLY This can often sound like management textbook speak but let's use a specific example – the Audio page in Argos. It is not just about great product. Argos monitor everything from order confirmation through initial proposals, images, product set up information on to deliveries and returns right up to direct customer feedback so we really all play a part. If any area under performs it can adversely affect our chances of securing the business. Rob Noel looks after the account on Audio and kept Sony at bay who were exceptionally keen to secure an exclusive page. As we had performed well in past years we were in position A. You can see the impact a solus page has.

So good because



NOT RICHTEXT AND NOT READONLYThis section may include product or people in future. Today it is a bit of both. An image from the Red Bull Air Race last weekend as taken on the E-3 and a photo from Everest climbed by two Olympus users earlier in the year.)more text ...