

Track 20 Unit 4 E 3

Alan: Good morning, everyone. Thank you all for being here on time. Are we waiting for anyone?

Tanja: No, I don't think so. Peter won't be coming, as he's still in Munich.

Alan: Yes, I know. Thank you Tanja. I'll be speaking to him by phone later, I'll update him on what decisions we take. OK, are we ready to begin? Has everyone got a copy of the agenda?

All: Yes ... yes, thank you ...

Alan: Good. Well as you can see, the purpose of today's meeting is to make a decision about whether to go ahead with our new wireless laser-jet printer. It's a very complex product, and we've had some delays with the development stage, so it is essential that we come to some agreement today about the feasibility of the project. Agreed?

All: Well, yes ... of course ...

Alan: Right. You'll see that there are six items on the agenda, I'll run through them quickly. Firstly, identifying our target market, that's obviously a key point. Then technical description, I'll ask Martin to do that, and on to item three which deals with the problems to be overcome. After that we'll discuss some ideas about the marketing approach, and then item five is the timescale, which will have to be reorganised. Finally, we'll decide on who will do what, as you can see I've called item six allocation of tasks. OK?

All: Yes ... fine ...

Alan: So, a quick check on the time, we have an hour for this and six points to get through, so I'll try to limit each point to ten minutes. Oh, and could somebody take the minutes, please?

Tanja: I'll do it.

Alan: Thanks Tanja. Right then, let's get started. Item one on today's agenda, the target market ... who is going to buy the product? Simon, you've been busy with market research so let me come to you first ...