

To: Sydney Chinchachokchai, CEO
From: Queens Marketing Consulting
Re: Team Memo

Queens Marketing Consulting

Team Name: Queens Marketing Consulting

Schedule (meeting times): Every other Monday until November, then we will meet every Monday. All meetings will take place after our scheduled class time at 4:50 in Polsky.

Team member job descriptions:

- Olivia: Team Accountant - She will be in charge of the budgeting for our client and the teams accounting information
- Hannah: Team Analyst - She will be tasked with drafting any surveys/consumer questionnaires, and furthermore analyzing the data that is collected.
- Zoe: Team PR Professional - She is in charge of drafting and editing documents for the team and our client. Additionally, she will help the rest of the team be aware of their goals.
- Alyssa: Team Facilitator - She is tasked with keeping the team on task and making sure each member meets their individual deadlines. Additionally, she will be a primary creative force behind the team's general strategies and suggestions.

Our team's goals and plans include; increasing exposure for our client and their name, bettering their general advertising strategies to raise brand awareness, and completing all these tasks within our designated budget. In addition to these general goals, we will also have one main internal goal and one main external goal and they are as follows:

- Internal Goal - Our team is aiming for an A on this individual project, and we are aiming to see our strategies actually implemented by the client.
- External Goal - Our team's external goal is to transfer our client's focus from "team" to "community" by generating a sense of togetherness in their home base of Akron.

Progress report one due Sept. 20 (Monday)
Progress report two due Nov. 19 (Friday)
Final Presentation: 11/29-12/1

We are confident with the hard working and talented individuals that make up Queens Marketing Consulting our goals will be met pushing both our client and organization towards success.