

Q – a meeting is to be presided by the chairman of MKG pvt Ltd, a FMCG company. The main agenda of the meeting was introducing a new product, fixing a cost, discussing the sales and marketing and the advertising strategies.

Speaker involved were: the chairperson, the product head, the marketing head, the sales head and the creative director.

Prepare an agenda, minutes of the meeting and action taken report .

AGENDA

MKG PVT Ltd

Agenda

Date – 21/02/20xx

Venue – Senco meeting room/Zoom

TIME	TOPIC	ATTENDEES	SPEAKER	DURATION
09:00 AM	Introduction	All participant	Mr.M Gupta Chairman	15 min
09:15 AM	Product introduction	All participant	Mr Aman Sharma Product head	30 min
09:45 AM	Marketing plan	All participant	Ms. S Singh Marketing head	30 min
10:15 AM	Sale strategy	All participant	Ms Suman Sharma Sales Head	30 min
10:45 AM	Tea break			15 min
11:00 AM	Product creative	All participant	Mr. Rahul Mann Creative director	20 min
11:20 AM	Open house	All participant	Mr M Gupta Chairman	30 min
11:50 AM	Vote of thanks	All participant	Mr M Gupta Chairman	5 min

MINUTES OF THE MEETING

MKG PVT Ltd

Minutes of the meeting

Date : 10/08/20XX

Venue – Senco meeting room /Zoom

Time : 10:00 AM

In attendance : Chairman , Product head , Sales head, creative director

Absentees : NIL

Mr M. Gupta , the chairman gave an introductory speech explaining the agenda of the meeting

Mr Aman Sharma, the product head, introduced the product, its features , how it is different from the competing products and the estimated cost of production.

Mr S Sinha , Marketing head, tabled the marketing plan for the product. He mentioned that a mix of marketing media namely, print, dig9ital and outdoor will be used.

Ms Suman Sharma, Sales head, discused the sales plan.As per the plan a Distributor/dealer model will be used to place the product in the market, for this a team of distributors will be made.

Mr Rahul Mann, creative director,presented the product packaging samples and creatives for advertising purpose.

The chairman declared an open house for participants to put up their concerns and finally gave a vote of thanks.

It was agreed that the Sales Head will submit the Action Taken Report by 20/10/20XX

Shalini Sharma

Secretary

Action taken report

20/10/20XX

As per the meeting held on 10/08/20XX at Senco meeting room of MKG Pvt Limited.

The following actions have been reported

1. The final calculation of cost of production has been made.
2. Quotations have been obtained from various vendors for print and outdoor marketing.
3. Sales team has appointed distributors for notherth region and for Southern region work is still in progress.
4. Colour scheme for the packaging of the product has been finalized.

Suman Sharma

Sales Head

20/10/20XX

