

#	Goals for 2009	completed by quarter	remarks	Actor	Remarks
1	Open A&A West - Arusha	1	consider alternatives to the TFA centre.	AR	
2	Promotional items: car door stickers, bumper stickers, wheel covers.	1		ES	we established prom budget of 250,000 / month; bumper stickers, flyers
3	Targeted advertising	1		AR	Did it twice
4	Staff study report - depending on relevance, time, cost.	1		SF	What is this?
5	Establish our name in office furniture	2	especially in Moshi	All	The exhibition should help!
6	Sell complete range of office equipment and stationery.	2	push SAI; look for alternative suppliers as well	AR	Shelves ready in Arusha, we should receive items this week.
7	Generate reorder list	2		AR	will be ready end of April
8	Develop / source POS system linked to QB	2		AR	
9	Increase customer visits, improve CRM function.	2		SF	SF is busy – fundis to promote – is my weekly schedule used?
10	Moshi exhibition - in April	2		AR, ES	
11	Loose image "A&A is expensive"	3	through better control of suppliers	KS	we check Yusuf, lost MDC, Computron
12	Use bar code scanners effectively in stock taking.	4	sales and stock levels	AR	we started putting on bar code stickers – order portable scanner?
13	Keep growth of turn-over positive	4	no shrinking in this year of economic crisis!	All	??