

Sponsor Meeting Minutes

Date/Time: January 26, 2018

Venue: SMU

Attendees: Yorisan, Cliff and Amanda

Agenda:

1. Obtain data from sponsor.
2. Go through terminologies used in the data.
3. Understand which data is used in the sponsor's current dashboard.

| S/N | Notes | Action by | Follow-up Action |
|-----|---|----------------------------|---|
| 1 | <p>Sponsor went through how the charts of Company X's current dashboard are derived. She explained the market's landscape and showed us to focus on take-home channels (THC), since there is the company has scanned data on the sales from its retailers to the end consumers for THC. On the other hand, there is incomplete information in MOP and TOP markets due to the complexity of collecting information from large number of businesses.</p> <p>Terminologies used include: THC – Take-home channels MOP – Modern on premise TOP – Traditional on premise Volume HL – volume in hectolitres</p> | Yorisan Cliff Amanda | Understand the data and how the dashboards are derived. |