

[SPONSOR MEETING 1] MEETING MINUTES

Location : Sponsor's Office
Date : 24 August 2017
Time : 10:00 to 10:45
Attendance : Ong Lee Ting, Casselyn
Willy Toh Zhan Hong
Dhar Sohini
Jonathan Chow Ga Chee
Elaine Tan

Agenda Items:

- To discover sponsor's analytical objective of the project
- To discover the types of data and information that will be provided
- To discover any preference on the type of analytical tools to be used
- To discover restrictions on the project, if any

Other notes and information:

- Business objective: To provide more insight to sales and marketing with an aim to increase revenue and optimize resources
- To use analytical methods to discover the product and process sensitivity to sales
- Results will allow Company X to prioritize resources in the most efficient manner such as tackling target market with telesales or a personal sales representative with an optimal frequency of visits
- Project will concentrate on 8 power brand products that will be upcoming in the next year according to trends and will be ranked based on their respective profit margins
- Client suggests that a good background knowledge of Singapore's pharmaceutical and healthcare industry and Company X's medical products will aid the team taking the project in the right direction
- Data provided will include actual interaction between sales representative and sales target such as call details and invoice details
- Client will provide team with a secure ID and password to access data

Action Items	Owners	Deadline	Status
1. Signage of Non-Disclosure Act	All	25/8/17	Completed
2. Increase team's knowledge on the pharmaceutical industry and trends in Singapore via Healthcare industry 2018/2020	All	26/8/17	Completed

3. Increase team's knowledge on Company X's products	All	26/8/17	Completed
4. Draft and complete project proposal	All	27/8/17	Completed
5. Inform Elaine date and time for next sponsor meeting (Tentatively: 7 September 2017)	Willy	27/8/17	In Progress