

**2** Complete the headings in the meeting notes about a fitness watch, called FitWat, with the words and phrases in the box.

AOB Cost Matters arising Date and time of next meeting Overall progress  
Schedule Scope

### Notes made during meeting

Meeting: Review at growth stage – Product: FitWat

Date: 08 August Time: 11.00

Present: MW, SP, HT, LD, KB In chair: JF Apologies: AR

1 \_\_\_\_\_

CEO wants detailed feedback fm focus group asap. Agreed.

2 \_\_\_\_\_

Target market missing younger demographic. LD's team hs developed new tech feature to grow market share. SP to explore new distribution channels; will email prospects to team.

3 \_\_\_\_\_

Revised slightly to absorb new feature development. No major issue w/ new end date. Marketing team wd hv extra time to research additional mkt segments.

4 \_\_\_\_\_

Report fm MW indicates all costs within budget but shd anticipate cost overrun due to marketing spike in Dec for campaign increases.

5 \_\_\_\_\_

Sales figures >3.8% projections. KB reluctant to drop price till next year. Nov milestone looking solid and campaign for holiday season to be rolled out by HT.

6 \_\_\_\_\_

Launch of competing product anticipated mid-Sept. See FirstFit doc fm SP. Early info indicates limited features and low qual. SP to circulate full analysis tmw.

7 \_\_\_\_\_

20 Aug. 10 a.m. Meeting room 4. Let JF know if can't come.