



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 has 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 will have extra time to research additional mkt segments.

4 _____

Report fm MW indicates all costs within budget but should 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.