# MANAGEMENT REPORT

Sales in March reflect the general upward sales trend seen in this quarter. For the first time this year we have exceeded our target:

## CHANGE IN MARKET SHARE

As a result of the improved sales results last month in Region 4 and the similarly positive forecast for Region 1, we predict a total volume of 1000 units per month by the end of the year. This will put Zuckermann Chocolates in number 1 position in the market place.

Our competitors’ increase in sales is not likely to exceed half of our forecast increase. Thanks to our extensive sales promotion campaign in the South, we are predicting a nearly 50 % market share there by the end of the year. In the North and West, the growth rates should be in line with this general trend. By contrast, we predict less positive results in the East.

## NEW STRATEGY

On 5 March a new strategy of international expansion was proposed to the sales department and the Vice President of Zuckermann Chocolates. This proposal was accepted. You will find it described more fully in Paul Brach’s strategy document “New International Markets”.

We propose that individual summer catalogs are distributed for each region with a layout similar to that of the Region 4 spring catalog.

## NEW PRODUCTS

The Zuckermann Chocolates March catalog introduces two new connoisseur chocolates.