

Highlights/Major Achievements

- Made 144% of forecast for March, a new monthly record!
- Presented strategy and new product plans to Marketing VP on March 5. See Paul Brach for a summary of comments that came out of that meeting.
- Increased Region 4 sales 50% by distributing a special edition of the spring catalog.

Business Summary

Our March sales continued this quarter's trend of rising revenues. For the first time this year, we exceeded the cumulative year-to-date sales forecast. We introduced two new product lines in the March catalog:

-*Gourmet chocolates*: "Our most opulent assortment, made from the highest quality ingredients, complete with exotic flourishes."

-*Budget chocolates*: "Simply produced, simply packaged, and simply delicious."

	January	February	March
Month's Sales	40,982	65,832	65,929
Sales Forecast	45,200	78,300	45,900
Cumulative Sales	40,982	106,814	172,743
Cumulative Forecast	45,200	123,500	169,400