

## 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 |