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| REPORT TITLE | |
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| COMPANY NAMEDATEAUTHOR |  |

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| SALES REVIEW | |
| QUARTER 4 SALES NEWS This is the last bulletin of the quarterly sales news for the year 20xx. You will see that the sales figures are on an upward trend as the economy is recovering.  To meet the sales demand, MishMash Traders now need to employ new sales staff and to increase their training for the existing sales team. Each branch is therefore requested to create more in-store advertising to boost our sales figures. | [Insert a suitable image] |
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| The following table reflects the sales for the previous three quarters of this year.  [Insert Excel table here]  It is evident that Quarter 2 showed a significant increase while Quarter 3 reveals a serious decline in sales.  Let's compare Quarter 4 to Quarter 3:  [Paste linked Excel table here] | | | | |
| [Insert chart here] | | | | |
|  |  | MARKETING STRATEGY There is a serious need to increase our marketing strategy.  We need to up our overall game plan to reach our prospective customers. To do this we need to:   * Revisit our mission and vision statements * Promote our brand messaging * Target customer demographics, etc.   We need to keep the 4Ps of the marketing strategy in mind:   * Product * Price * Promotion * Place   These factors are key when marketing any good or service. |  |  |

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|  | [Insert an appropriate image here] |  |
|  | Not knowing who the target market is could cost our company dearly! |  |
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