

MONTHLY ACTIVITY PLAN FOR MDM s (Doç.Dr.M.Copçu; DC&FST -PC) 31.07.2000 (7)

| <p style="text-align: center;">LAST MONTH (July 2000) ACHIEVEMENT</p> | <p style="text-align: center;">COMING MONTH (August 2000) PLANNED ACTIVITIES</p> |
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| <p>27 nd Week.03-08.07.2000) *Visit to Sultana area selected customers (dealers) in order to set perception as early usage and understood that it was low due to low disease pressure . But our efforts on demo actions have been increasing to establish a field day (Alaşehir&Sargöl)</p> | <p>31 st Week (31.07 - 05.08.2000) *Visit to Bursa District in order to present new message for S as a part of sales support meeting will be held in Iznik on 04.08.2000</p> |
| <p>28 rd Week (10-15.07.2000) *Attending & Participating in 2001 Budget and LE II 2000 meetings held in Istanbul. *Visit to Bursa District and monitor actions together with Bursa Team ; visit to IAI Caring Factory ; inspect demo field (like as a small field day) together with field owner, neighbours and and decision-makers (Necati Bey) *Contact with Deltapine (Alev Bey) about damping-off submarket for delinted cotton seed (Seed Treatment and L projection)</p> | <p>32 nd Week (07 – 12.08.2000) *Visit to VIPs area (08.08 Fethiye ; 09.08 Kumlucu; 10.08 East Antalya) in order to decide required immediate works about correct a launch and its support actions (Mainly Virus transmission and Bambul bees sensitivity facts) *Attending (maybe participating ???) in Mersin launch meeting (11.08.)</p> |
| <p>29 th Week (17-22.07.2000) *Preparations for Meetings will be held in Antalya (Slides; Messages; Shows ; Studio works for short video films to give short messages and get their attention and FST mentalities)</p> | <p>33 th Week (14 - 19.08.2000) *Annual Leaving</p> |
| <p>30 th Weeks (24-29.07.2000) *Attending & participating in pre-meeting works held in Istanbul together with T beys (Slide preparations ; training and presentation structure ; to get responses about videofilms : materials and ...) *Attending & Participating in External Customers' Training Meeting (= Latest P 27.07.2000) *Participating & Presenting in External Customers' Meeting (=Launch; 28.07.2000) in Antalya</p> | <p>34 th Week (21 - 26.08.2000) 35 th Week (28.08 – 02.09.2000) *Monitoring in Sultana area in order to decide field day (low possibility because of the dry weather conditions and low possibility to get difference) in Alaşehir *Visit to Nevşehir locality in order to monitor project works (!).</p> |

As a result June Activities

***Repeat :** We have very **exceptional opportunity** a launching in **greenhouses** and **VIP supports** towards virus transmission and Bambul bees sensitivity tests (Maybe we can get certain answers as soon as possible) .

ST market value for **delinted cotton seeds** should be taken into consideration ~1.2 mio SFr (= 40 ton) and **September 2000** is critical time for next season and pre.launch action (like as specific meeting for ST Industries) .

The main benefit of July is to get very high perception and acceptance in the **Bursa District Team** and their selected customers based on Demo action's results for against aphids on Industrial tomatoes by FIT Project efforts. Thanks a lot.

Unfortunately our attempts for improving **ICAF (=Internal Customers Acceptance Factor)** were not sufficiently effective but it would be exceptional chance for us to make a better presentation for maximising **ECAF(=External Customers Acceptance Factor)** based on and additionally **FST Supports** and I believe that they have been considering as Novartis is different from competitors by **product and people**. Do you agree with me ?

Best regards.
Doç.Dr.Mustafa Copcu
Market Development Manager, & FST Projects Coordinator
31.07.2000

