

Sales Summary 2016 Catrin Hollings

Marketing Report Catrin March 2016

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
<u>Mailshots sent</u>					
Automotive	Intrastats – Potential Distributors	UK	36	Postal	11/02/16
Flocap	Theatres	UK	56	Email	16/02/16
Flocap	ICU	UK	122	Postal	16/02/16
Posey Products	SCBU Paediatrics	UK	371 229	Postal	18/02/16
Flocap	Medical Distributors	Export	199	Email	01/03/16
Flocap	Theatres	UK	697	Postal	15/03/16
<u>Mailshots planned and previously completed</u>					
Product	Product Area	Region	Nos	Type of Mailing	Completed
Infant Resuscitation Catalogue A5	Maternity Delivery Labour	UK	327	Postal	January 2016
Oxygen Monitoring Catalogue A5	EBME	UK	448	Postal	January 2016
Hb Monitor	Blood Donation Centres	UK	70	Postal	January 2016
Automotive	Intrastats – Potential Distributors	UK	36	Postal	January 2016
Flocap	Theatres	UK	56	Postal	February 2016
Flocap	ICU	UK	122	Postal	February 2016
Posey Products	SCBU	UK	371		February 2016
Posey Products	Paediatrics	UK	229	Postal	February 2016
Capnograph and Versastream Leaflets	Resuscitation Respiratory	UK	327	Postal	
Flowsensors	ICU	UK	26	Email	March 2016
Flowsensors	Theatres	UK	86	Email	March 2016
Flocap	Theatres	UK	641	Email	March 2016
Automotive Oxygen Sensors	EUR Distributors	Export	45	Email	March 2016
Product	Product Area	Region	Nos	Type of Mailing	Planned Date
Capnograph and VersaStream	Resuscitation Respiratory	UK	327	Postal	<i>Awaiting revised leaflet to be received from printers</i> April 2016
Flowsensors	ICU	UK	122	Postal	April 2016
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	April 2016

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Product	Product Area	Region	Nos	Type of Mailing	Planned Date
GE Distributors	Export Distributors	Export	RS to complete list	Email	April 2016
Pulse Oximetry Catalogue	EBME	UK	448	Postal	<i>Awaiting catalogue to be signed off by SN April 2016</i>
Pulse Oximetry Catalogue	ICU	UK	122	Postal	<i>Awaiting catalogue to be signed off by SN April 2016</i>
AlcoTrue	A&E, Drug Rehab, Emergency Services	UK	KE Currently compiling mailing list	Postal	May 2016
Radiant Warmers	Theatres	UK	56	Email	May 2016
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	May 2016
Oxygen Sensors	EBME	UK	448	Postal	June 2016
Reusable Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	June 2016

Feedback	
West Suffolk Hospital FLOCAP x 2	Samples sent, February – they plan to use proper EtCO2 monitoring everywhere in the Trust so are not looking for a single use product at the moment. Provided information on the VM-2500 Capnographs.
Jacomedic FLOCAP x 2	Samples sent, February – awaiting feedback
Royal Sussex County Hospital FLOCAP x 1	Samples sent, February – awaiting feedback
GM Medical FLOCAP x 1	Samples sent, March – awaiting feedback
Sarl Hospimedia FLOCAP x 2	Samples sent, March – awaiting feedback
Alfrend Swantex Sales Ltd FLOCAP x 2	Samples sent, March – awaiting feedback
Winterbourne Hospital FLOCAP x 1	Samples sent, March – awaiting feedback
Bourn Hall Limited FLOCAP x 1	Samples sent, March – awaiting feedback
Basingstoke & North Hampshire FLOCAP x 2	Samples sent, March – awaiting feedback
ASQA FLOCAP x 1	Samples sent, March – awaiting feedback
Cortessis Medica FLOCAP x 1	Samples sent, March – awaiting feedback
Increase in price requests: 0% - New product launched therefore no sales generated yet.	

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Total sales eBay Sales		
January 2016:		£621 - consisting of 15 orders
February 2016:		£336 - consisting of 9 orders
March 2016		£414 – consisting of 13 orders
Total Amazon Sales		
January 2016		£139 - consisting of 4 orders
Feb 2016		£65 - consisting of 2 orders
March 2016		£345 - consisting of 11 orders
Leaflets / Documents updated		
February	VM-2400 Hb Monitor	updated
February	Maxtec Flocap	Remove quote from NAP4 guidelines
February	V1000 Foetal Heart Monitor	patent removed, updated leaflet
March	Capnograph Leaflet	updated to include IRMA holder and ISA holder.
March	VersaStream	Luer Lock Leaflet and Selection Guide, short-term option removed – awaiting sign off.
March	Product Portfolio	new products have been added, awaiting text from BP regarding SMARTsat.
March	Catalogue – Choicemmed Low Cost Finger Oximeters	New - awaiting print quantity confirmation
March	Automotive EUR distributor price list	Updated and emailed to customers with 30 days notice.
March	V1000 Case Cover Artwork	Completed
March	Microstim Cover Artwork and Manual	Completed
Marketing activities		
February		Internal Staff Training:
		Goods In Introduction Goods Out Introduction Pulse Oximeters Introduction VST Introduction VST Customer Service Capnograph Introduction Email PDF Invoices Infant Resuscitation Cabinet Introduction Repair Processing AlcoTrue Introduction Flocap Clinical Introduction
March:		Over the last 12 months the sales office have also been searching for new distributors for Export, this month (March) has been focused on Switzerland, we are currently awaiting responses.

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	<p>Previously completed: Vet Distributors: France, Netherlands, Germany, Scandinavia, Belgium.</p> <p>Planned searches - Medical:</p> <ul style="list-style-type: none">• April – Austria• May – Estonia• June – Latvia and Lithuania• July - Turkey
April (planned):	<p>Internal Staff Training Royal Mail Services Automotive Oxygen Sensors and Nitrogen Analysers</p>