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- **MONTHLY ACTION PLAN FOR EACH MARKET SEGMENT**

MONTH: JANUARY

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Send rewards Club reports to all members • Get the schedule of major Co's functions and seminars in To promote the hotel in advance • Promote Spring Package and Weekend Delight Package • Survey Competitors Rates • Compare competitors products and ours • Entertain key bookers of selective accounts 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Thank you letters to travel agents and Airline Co's for their support of the hotel • New Year special offer to major tour operators • Lunar New Year give-away to major tour operators & Airline Co's • Entertain key bookers of selective accounts • Compare competitors products and ours 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • New Year greetings to government, ministries & committee's officials • Lunar New Year give-away to government, ministries & committee's officials • Get the schedule of delegations, seminars and exhibitions of To promote our hotel in advance • Survey competitors Rate • Entertain key decision makers of government organizations, ministries & committees • Issue/ distribute bonus coupons to government officials 	Govnmt S.E. Diplomatic S.E.

MONTH: FEBRUARY

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Gain the schedule of major accounts yearly plan • Collect Competitors Corporate rates as many as possible and adjust our rates • Prepare Corporate rate • Off-season promotion: send letters offering special discounts to all accounts • Promote “Value added benefits” program to corporate clients • Intensive sales calls to competitors’ volume accounts or the ones close to our competitors’ hotels • Entertain Japanese Business Club members 	<p>Amcham S.Exec. Western Co's S.E. Asian Co's S.E.</p>
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Conduct sales visits to local tour operators • Get the information of the competitors’ rates and prepare and distribute Rate proposal • Sales call to Airline companies to promote lay-over business and develop special offer for airlines staff • Submit contract s to wholesalers and overseas travel agencies • Gain the information about group and series bookings from tour operators in order to attract them to reserve at the hotel 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Gain the schedule of major exhibitions centers’ yearly plan • Sales calls to ministries, committees and general departments to get information and schedule of ASEAN Ministers’ meetings or sub-committees’ meetings during the year • Survey Competitors convention/meeting reservation in order to adjust our price and hijack business from the competition • Invite international department of Ministry of Planning and Investment for dinner 	<p>Govnmt S.E. Diplomatic S.E.</p>

MONTH: MARCH

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> Get feedback from clients and adjust the corporate rates for important accounts case by case if necessary Entertain major accounts' executives by inviting them for a lunch or dinner with expatriate managers Entertain major accounts' bookers: invite for a lunch or dinner or bring cake or wine Evaluate spring target corporate rate production Update information on all accounts New accounts survey and research Party to entertain Singaporean Community (Ambassador, embassy staff, and chief representatives of Singaporean Companies) 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> Investigate competitors actual rates House tour & ent. For sales and marketing staff of tour operators Entertain the major female tour operators for lunch or dinner on the occasion of "WOMEN DAY" Mail out promotion letters to overseas travel agencies and wholesalers Rate proposal for aircrew of Airlines Co's Update information of all tour operators Adjust Rate case by case 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> Entertain the Protocol Dept. of Government Office Mail out promotion letter to "Textile & Garment" and "Oil & Gas" exhibitors Look after Singaporean Trade Fair Update information on all government offices, ministries, committees, convention/meeting/exhibition organizations Investigate the competitions actual rate 	Govnmt S.E. Diplomatic S.E.

MONTH: APRIL

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Review 1st quarter production and develop an action plan for the next quarter • Send Rewards Club report to all members • Joint sales call with General Manager and DOS&M to all major accounts • Give priority to major accounts to make sure they have received reasonable prices and that they will send guests to us • Find out major accounts of nearest competitors and entertain them • Survey companies regarding seminars, i.e. auditing companies and tax seminars • Hamper delivery to potential companies 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Analyze 1st quarter production results and develop an action plan • Promotion activities to form a closer relationship with local tour operators (i.e. cocktail reception, party etc.) • Joint sales call with DOS&M to major tour operators and Airline Companies • Look after incentive groups and Cruise tours • Submit summer package to major tour operators to attract tourists during off season • Hamper delivery on the occasion of Victory Day April 30th & Labor Day May 1st 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Review 1st quarter production and develop action plan • Distribute supplementary VIP & Lakeview Club card • Submit Summer Meeting Package to Meeting Planners • Look after the 12th ASEAN Labor Ministers Meeting • Hamper delivery on the occasion of Victory Day April 30th & Labor Day May 1st 	Govnmt S.E. Diplomatic S.E.

MONTH: MAY

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> Blitz to small accounts Survey event companies summer schedules New accounts survey Promote summer program Business trip to Haiphong city with DOS&M to visit some main accounts there 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> Review new program development (i.e. Summer Campaign) Hold seminar on "Discover Vietnam" program supported by Vietnam Airlines & VNAT with 04 hotel partners inviting all local tour operators Joint promotion with major local travel agent to American market by inviting them for complimentary stay accompanying a video presentation of hotel product and dinner hosted Blitz to small tour operators Survey and research on competitors accounts 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> Invite Foreign Affairs Department of National Assembly Office for a lunch or dinner Check for summer ad hoc business from associations/universities Send promotion letter to Exhibition organizers Look after upcoming conferences and delegations Sales call to government offices, associations and committees House tour and entertain for key decision makers of ministries 	Govnmt S.E. Diplomatic S.E.

MONTH: JUNE

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Off season promotion • Promote special offer to the selective accounts during summer off-season • Develop potential consulting companies • Prepare and distribute target corporate summer rate • Prepare program for Reward Club Party • Collect the ideas of the secretaries concerning competitors parties. 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Join with airline companies to launch lay-over business promotion for summer off season • Sales call to tour operators • Joint promotion with Cathay Pacific to Australian Market by inviting Educational group of only senior international travel consultants and managers for complementary stay at our hotel • Summer package sales blitz 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Invite international Relations Dept. of Ministry of Agriculture for a lunch or dinner • Check for summer ad hoc business from associations/universities • Sales call to government offices, associations and committees • Secure convention / meeting business 	Govnmt S.E. Diplomatic S.E.

MONTH: JULY

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Account review (first half of the year) • Review 2nd quarter production and check the action plan • Review newly developed account results • Reward Club party to be organized • Check the coming business of all clients 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Analyze the 2nd quarter production plan and review the action plan • Rate review of local tour operators and overseas travel agencies • Sales calls to tour operators • Invite and entertain key persons of Airline Companies • Collect details regarding upcoming festivals and review incentive travels 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Invite International Relations Dept. of Ministry of Education & Training for a lunch or dinner • Review 2nd quarter production and develop a new action plan • Sales calls to government offices, associations, committees • Preparations of special offers for upcoming exhibitions and seminars • Distribute complimentary VIP cards 	Govnmt S.E. Diplomatic S.E.

MONTH: AUGUST

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Summer package follow up • Survey and develop competitors major accounts • Find out year end party schedule of major accounts and promote a package • Invite chief representatives of main accounts to make hotel tour and entertain • Analyze the 2nd quarter production plan and review the action plan 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Survey competitors; Winter Special offer • Contact overseas travel agents for Winter Special • Sales call with DOS&M to potential tour operators • Review new program development • Entertain key bookers for a lunch or dinner on the occasion of National Day • Telephone call blitz to all tour operators 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Invite International Relations Dept. of Ministry of Science, Technology & Environment for a lunch or dinner • Hamper delivery on the occasion of National Day • Sales calls to government offices, associations, committees • Find out year end party schedule of ministries, associations, and committees and promote • Send promotion letter to ASEAN countries regarding the Ministries of Agriculture Meeting 	Govnmt S.E. Diplomatic S.E.

MONTH: SEPTEMBER

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Investigate & prepare a reasonable rate for winter • Survey and review Rates for international companies • Evaluate summer target corporate production • Joint sales calls with G.M. and DOS&M 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Investigate winter special rate and develop production • Invite key persons of wholesalers and entertain • Survey competitors Rates and get the experiences from tour operators in order to find out the most reasonable and competitive rates in the market and adjust new rate policy to meet the current situation • Evaluate the summer target production 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Invite Ministry of Finance for a lunch or dinner • Sales calls to government offices, associations, committees • Survey Convention/ Meeting schedule • Survey and develop competitors major customers 	Govnmt S.E. Diplomatic S.E.

MONTH: OCTOBER

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Review 3rd quarter production and check the action plan • Check year-end party schedule of accounts and invite to celebrate at the hotel • Prepare Rewards Club reports and send them to the members • Survey event companies winter schedule 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Prepare Rate proposal • Analyze 3rd quarter results and adjust actions • Develop Christmas / New Year special rates to travel agencies • Submit consortia contracts and Rates to tour operators and travel agents • Distribute Rates to tour operators domestic and overseas 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Survey government offices schedule for upcoming winter months • Analyze 3rd quarter results and check against action plan • Find year end party schedules of ministries, associations and committees and host them at the hotel • Follow up on functions booked for the coming months 	Govnmt S.E. Diplomatic S.E.

MONTH: NOVEMBER

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> Follow-up year-end parties of the planned major accounts Prepare special offers for selected accounts for the winter season Send off season promotion letter Review newly developed account status Competitor survey Develop ideas for an appreciation party 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> Review Crew program development Develop ideas for an appreciation party Follow up Christmas and New Year special rates for tour operators Continue to submit Rates to overseas travel agents, wholesalers and tour operators 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> Survey Convention, meeting & exhibition schedule Prepare to invite government officials for a Thank you party end of the month Competitor survey Follow up year-end parties of the ministries, associations, government organizations 	Govnmt S.E. Diplomatic S.E.

MONTH: DECEMBER

Segment	Action Plan	Sales Executive
Corporate	<ul style="list-style-type: none"> • Christmas hamper delivery • Pocket diary and calendar delivery • Mail out Christmas cards to corporate clients • Review Production and prepare accounts list for transferring small sized accounts to the telemarketing staff for adjustment 	Amcham S.Exec. Western Co's S.E. Asian Co's S.E.
Travel Agent/ Airline Co.s	<ul style="list-style-type: none"> • Mail out Christmas and New Year cards • Sales call with DOS&M to 12 top land operators • Christmas and hamper delivery and give-away delivery to key bookers of major tour operators and airlines • Pocket diary and calendar delivery • Update record of groups of the past year • Review past year production and adjust account list 	Group & Tour Co.
Government Organizations/ Associations/ Committees	<ul style="list-style-type: none"> • Christmas hamper and gift delivery • Pocket diary and calendar delivery • Mail out Christmas cards to government officials • Review past year production and adjust list of government organizations, associations, committees and exhibition centers. 	Govnmt S.E. Diplomatic S.E.

- **SALES PROMOTION ACTIVITIES**

Here only major initiatives are listed, more detailed items are mentioned in the monthly action plan per account manager and per segment

Activity	Segment	Date	Sales Executive
• Promote spring package	Corporate	January	
• Host party to Japanese Business Club members	Corporate	February	
• Mailing out promotion letters to overseas travel agencies and wholesalers	Travel Agents	March	
• Host party for Singaporean Community in the city	Corporate	March	
• Mail out promotion letters to attract exhibitors	Corporate	March	
• Long stay guest party	Corporate	Ongoing	
• Promote summer package	Corporate	May	
• Food promotion	Airline	On going	
• Invitation FAM groups	Travel Agents	May	
• Mailing out promotion letters to exhibitors and convention organizers	Corporate/ Diplomatic	June	
• Reward Club Party	Corporate	July	
• Promote winter package	Corporate	Nov	
• Appreciation party	Corporate / T.A.	Dec.	
• Advertising Campaigns	FIT discount	Jan/July/Nov.	

3. MARKETING PROGRAMMES FOR

Program	Action Plan	Segment	Sales Executive
Rewards Club	<ul style="list-style-type: none"> Promote spring package 	Corporate	
“Discover Vietnam” program	<ul style="list-style-type: none"> Develop Vietnam best Hotels network program jointly with other hotels Joint promotion with Vietnam Airlines for this program 	Travel Agents	
EFL Promotion Program	<ul style="list-style-type: none"> Conduct survey among EFL guests Develop promotion program for EFL guest based on the results, i.e. new benefits, improve products, etc. 	All	
Promotion to AMCHAM members	<ul style="list-style-type: none"> Host party and invite all AMCHAM corporate key persons Before the event, through various direct mailings and other distribution channels we will promote selected services of our hotel 	Corporate	
Promotion to Japanese Business Community	<ul style="list-style-type: none"> Maintain an updated list of Japanese business members through Japanese embassy and business club Promote selected services of our hotel to Japanese community 	Corporate	
DM to Convention organizers	<ul style="list-style-type: none"> Direct mailing to selected members of international Convention and Congress Association together with Vietnam exhibition fair Center (VEFAC), VCCI, etc. 	Ongoing	

4. SALES TRIP PLAN FOR

Destination	Purpose	Date	Who
Japan	• Tour / IT for Summer	February	GM / Jap. Sales
Germany	• ITB	March	GM / DOSM
Switzerland	• EIBTM	May	GM / DOSM
USA	• Tour Operators / Corporate	June	GM / DOSM
USA	• PATA	September	GM / DOSM
Japan	• Tour Operators / Corporate	September	GM / DOSM
England	• World Travel market	November	GM / DOSM
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4. NEED PERIOD ACTION PLAN FOR

5.1 Summer (Months of July and August)

Segment	Action	When
FIT Discount	<ul style="list-style-type: none"> • UTELL advertisement 	March / April
Corporate	<ul style="list-style-type: none"> • Mailing to local corporate accounts to feature special discount on business and executive floors • Rewards Club Party 	July / August July
Travel agent	<ul style="list-style-type: none"> • Attractive summer package 	April
Airlines	<ul style="list-style-type: none"> • Sales call to tour operators to be included in their summer brochure • Lay-over business promotion for summer / off season 	April – June April - June
Contracts	<ul style="list-style-type: none"> • Push long stay offer with special benefits during the summer period 	April - June
Meeting	<ul style="list-style-type: none"> • Short-term meeting package including room rental to corporate accounts 	April - June

5.1 Winter (December, January, February)

Segment	Action	When
FIT Discount	<ul style="list-style-type: none"> • UTELL advertisement • Mailing to those accounts who have reduced productivity, 	Dec – Feb November
Corporate	<ul style="list-style-type: none"> • Christmas hamper delivery • Winter party for bookers • “Value added benefits” promotion • Host party to Japanese / USA communities • Mail out Christmas cards and New Year cards • Pocket diary and calendar delivery 	Dec
Non Tour Operator	<ul style="list-style-type: none"> • Distribution of lay-over package to station manager • Christmas hamper delivery to local event organisers 	May / June Dec
Travel Agent Airlines	<ul style="list-style-type: none"> • Create attractive winter package and promote via mailing, in-house, press release • Create winter package for Japan market • Mail out Christmas cards & NY cards • Christmas hamper and give-away delivery to major tour operators and airlines 	Oct Sept. Oct Dec
Convention / Meeting	<ul style="list-style-type: none"> • Meeting package in cooperation with Banquet dept. • Contact those organizations who booked meetings in the past • Mailing to ICCA, PCO and Meeting Planners 	Nov