

GREETINGS FROM TECHNOTOP

Arrived last weekend. Technotop is one great big busy city with a massive population. Lots of trading opportunities. Here are a few things you should know to help with the Marketing plan:

There is a culture of hard work. Everyone in the country has a job. It's not a very fun place, and they are all very busy. Families don't spend much time doing things together. Owning things is important to them and they are suckers for gadgets. Latest fashions are also very important, and they love celebrities and famous people.

Technology is high-tech - they all have TVs, CDs, DVDs, computers in every home, and lots of computerised gadgets in their kitchens.

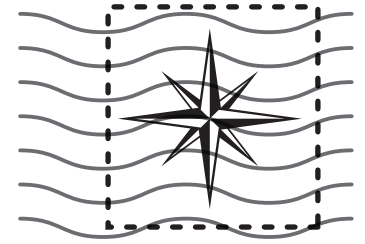
All shopping is ordered through shopping channels on the TV, and delivered straight to their door, but there is a law banning advertisements between programmes on the TV. This means we will have to think of another way to promote our product.

There is massive competition for every product. It is important that we think of something different to make ours stand out.

Because they work hard they have a reasonable amount of money but people aren't rich. The currency here is called the "Plink" and 10 plinks = £1 of UK currency.

People travel around by train on high-rise railways. There are no roads or cars, and everything is transported by rail. When you travel by train you see lots of posters and signs on the sides of the offices and blocks of flats.

I hope this helps! Good luck and see you soon.



Marketing Magic

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