

GREETINGS FROM LEAFLAND

Arrived last weekend. Leafland is a hot and wet country with most of the land covered in rainforest. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

The culture is very simple, peaceful and quiet. Everyone lives in wooden tree-houses. Rope ladders and rope bridges join up the houses. This country is cut-off from the rest of the world. There is no spoken language here at all - people don't talk. Instead they use a code system of flags and communicate by drawing pictures (a bit like the Egyptians used to do).

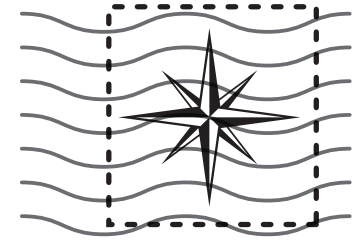
Their technology is very basic. No TV or Radio. Until very recently there was no power at all, but they have just discovered how to create electricity. This could be a real opportunity for us, and at the moment there is no competition - no-one is trading in electrical products.

There is no currency. Instead people swap products with each other at a weekly market. The products they might swap with us are fruit and nuts collected from the forest. I think we could sell each bag of fruit and nuts back in the UK for about £5 each.

All transport is on-foot, and so we would have to make sure our product could be easily carried to the weekly market.

Finally - there is a law you need to know about: All products have to be made from recycled materials - nothing new can be used.

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



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