

## GREETINGS FROM SHELLSHORE

Arrived last weekend. Shellshore is a hot and sunny Desert Island. Lots of trading opportunities for us. Here are a few things you should know to help with the Marketing plan:

There is a law that says that only children can live on the island - no-one over the age of 18. This means that it's quite a strange place, but the culture is fun. Not many toys and games though, and they have to spend a lot of time doing housework and chores because there is no-one to look after them.

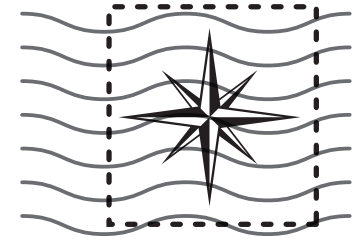
Their technology is quite basic - No electricity or other form of power, but they do have clockwork radios, and pretty much all they know about the rest of the world is what they hear on the radio.

They don't have money like we do. Instead they use a special kind of shell for coins. I think we could sell the shells back in the UK for about £2 each.

There is a regular boat once a week travelling to and from the island bringing supplies. Everything is sold through three shops - a radio shop, a clothes shop and a food shop.

Only one company is allowed to sell each product on the island, so there's no competition. This does mean that we couldn't sell radios, clothes or food, but anything else is fine. They are planning to open two more shops though (a housework shop and a toy shop) so we would have to be quick if we wanted to sell something through either of these.

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



Hot Shots Marketing

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