

GREETINGS FROM UNDERDOWN

Arrived last weekend. Underdown is a beautiful country - rolling hills, fields and open areas - but the people live underground! Lots of trading opportunities for us though. Here are a few things you should know to help with the Marketing plan:

Everyone lives underground, and their lifestyle culture is lazy and unhealthy. They don't spend much time outside and are bored.

The Government is trying to do something about this and is encouraging the import of products that will encourage outdoor activity. In fact it has even passed a law banning any product that can only be used indoors.

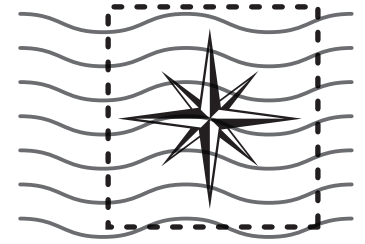
This has created a lot of competition though. Lots of companies have started to think of outdoor products, so we will have to think of something really special and unusual.

The land above ground is mainly used for grazing sheep. The country has a strong trade in exporting wool, and is quite wealthy. The currency is the Shepple, and 3 Shepples = £1 in UK currency.

Transport is by canal, and boats are the main route for getting goods in & out. There are no shops - goods are ordered from mail-order catalogues and delivered to the door.

Technology is limited. There is electricity, but no computers. Most of the communication is done by letters, magazines, newspapers and leaflets sent through the post.

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



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