

ENTERPRISE LAUNCH PLAN

Introduction

The Enterprise is here and you are amongst the first to receive a copy. We believe you will also be the first to appreciate the software opportunities it offers you - in terms of creative scope and profit.

We are keen to develop a range of quality own-label software for Enterprise. Please contact Steve Gandy on 01-739 4282 if you are interested in this area.

Generally, of course, we hope to demonstrate the aggressive approach we will be taking in the market and how it will work directly for your benefit.

Launch

As announced in September, we have planned for a small number of Enterprise machines to be available before Christmas 1984. Full scale production will commence in January.

We intend to sell at least 150,000 machines in the UK in 1985 and are fully geared to produce more if the demand is there.

And our overseas distributor network, already established in over 20 key international markets, will account for a further 100,000 plus machines in 1985.

Enterprise will appeal to a very wide range of consumers. First-time buyers will be attracted by its expandability and capacity to 'grow' with them; the second-time purchaser will recognise the sophisticated specification and value for money; small business users will go for its versatility and word processing; schools will be impressed with its networking capability.

During 1985 we will be mounting the most intensive home-computer campaign ever - to create demand and maintain it.

Advertising

In the first quarter of 1985, £½m will be spent on a tightly-targetted TV advertising campaign plus continuous double-page colour insertions in the key specialist computer publications. A 40-second TV commercial has already been produced by our agency, Lowe Howard-Spink, which looks set to cause a sensation within the computer industry - as well as winning some creative awards into the bargain!

Demand for the machine - and software to run on it - will be exceptionally high. And to help you in your marketing activities we will make available a wide range of Enterprise advertising material - prints, transparencies, stills, logo types etc - to save time and money when you produce your own adverts.

We're here to help you - in any way we can.

Public Relations

A Special Deal for Software Houses.

We believe that the Enterprise offers unrivalled opportunities for software houses - and we're prepared to put our money where our mouth is!

If you produce programmes for the Enterprise that you feel are worth shouting about....we'll do the shouting for you. Our public relations consultancy, Good Relations Group plc - a public company quoted on the London Stock Exchange - will undertake to achieve coverage in those targetted areas most likely to gain sales for your product:

- * specialist computer magazines
- * computer trade publications
- * the national press
- * computer TV/radio correspondents
- local and national press

Good Relations have a wide network of press contacts in all these areas and their public relations expertise is renowned throughout the industry.

We would like you to take advantage of this facility free of charge. We recognise our responsibility as a manufacturer to you, the software house, and we hope you'll recognise the commitment we are making.

Please contact Steve Gandy on 01-739 4282 for more details about this unique facility. Remember, there's no substitute for editorial coverage.....and we're offering it free!

GENERAL SUPPORT BACKGROUND

Advertising

The total advertising budget for 1985 is £2m, the vast majority of which will be spent on TV. The campaign will establish the credentials of Enterprise and position it as the machine of the future.

And the heavyweight budget ensures that the Enterprise message will be received loud and clear by all of our key target customers.

A joint promotional budget has also been set aside for 1985 to cover co-operative advertising with major retailers and suppliers.

So the Enterprise proposition will be impossible to ignore.

Public Relations - Enterprise Awareness

To complement the consumer advertising push for Enterprise at launch and afterwards, a full-scale public relations plan has already been set in motion.

We cannot, for obvious reasons, set out the specifics of this campaign. You can, however, be sure that at the time of launch, Enterprise will be widely featured amongst our target media, both nationally and regionally.

After launch we shall activate a portfolio of initiatives designed to build and maintain awareness of Enterprise.

Major Sports Sponsorship

At national and grass roots level, lasting throughout 1985.

Sustained Media Campaign

To highlight new developments (including your software) and initiatives throughout the year.

User Magazine

Enterprise have been approached by one of the UK's largest magazine publishers who will launch a user magazine in the New Year. The publishers have set themselves the specific brief of 'breaking new ground in computer user magazines' and will combine a readable and 'newsy' editorial format with the perfect selling environment for your products.

Enterprise Club

We already have 10,000 members! Our Club will be more than a printed card and the odd promotional mailing. There will be a regular Club magazine, professionally produced and designed to inform members of the latest Enterprise developments and software titles.

We'll be encouraging contributions from members and input from yourselves if you have a point to make about our business in general.

Joint Retailer Promotions

To help gain coverage for the Enterprise within individual selling outlets and assist in sales growth.

Exhibitions

We shall be exhibiting at the major trade and consumer venues around the world.

Schools Campaign

To position Enterprise as a key education tool and stress its networking capability. Work in this area is already underway. An A4 colour Enterprise study card has already been published by the BTA schools study series and is in place in over 30,000 schools around the country.

Small Business

Where the versatility and expandability of the Enterprise will be highlighted to provide proof that it is the best value small business machine in the market.