

Marketing and Sales Division

Dept 4 Orientation	Dept 5 Understanding	Dept 6 Enlightenment
<p>Department of Promotion and Marketing</p> <p>Does informative mailings, magazines and other promotion based on survey results, to inform the public of services and products and the published materials it offers so these are acquired in a viable quantity.</p> <p>Workshops and events delivered or attended by KPUSA.</p> <p>Web site listings of approved seed grower/suppliers who have met the agreement criteria with KPUSA. Annual certification.</p> <p>Marketing - Sufficient number of standard marketing surveys completed for each product and service for Pilots and Those currently ready to be delivered in Divisions, 4-5-6.</p> <p>VFP - Completed Marketing steps per Marketing Series 3 resulting in viable response from the targeted public.</p> <p>Stats - 1. Number of Marketing steps completed. 2. Number of appropriate promotion pieces sent to targeted public. 3. Percentage of response to each specific promotion.</p>	<p>Department of Publications</p> <p>Stocks all published materials, so they are readily available for sale and swiftly delivers these to individuals who purchase them.</p> <p>Catalog of approved varieties of kenaf with germination rates, seed yield, fiber/wood qualities and processors and manufacturer industries suited for.</p> <p>VFP - All hatting and course materials based on successful actions of pilots and approved books by other authors with attending course materials and check sheets printed and promoted through magazines, newsletters etc.</p> <p>Stats - 1. Number of individuals who purchased book(s) or course material(s) and received them. 2. Gross book sales.</p>	<p>Department of Registration</p> <p>Contacts individuals who have expressed an interest in one or more of Div. 4 (training) and 5 (internships) activities so they are obtained by them.</p> <p>Keeps accurate files of people who have previously paid for service(s), training, consulting or products and maintains correspondence with them so they can acquire further products and service.</p> <p>VFP - Enlightened individuals who acquire major services, training or products.</p> <p>Stats - 1. Income for major services. 2. New names to Central Files</p>

Valuable Final Product - Sufficient sales volume to ensure income is greater than outgo plus reserves.

This division makes the organizations products and services widely known and demanded, creating a high volume of public obtaining them.