

MARKETING MANAGERS REPORT

10-11-2018

Joining the Board in mid-December I was faced with the immediate task of ordering County shirts & jackets for our junior teams and topping up the stock of adult sizes. Our suppliers, Kaylo, have their clothing produced in China and I was soon to find little business, if any, is done during the Chinese New Year.

There were some difficult moments during the first few weeks of the season and I thank everyone for their patience.

Learning from this I have already ordered the next batch of County Shirts: 10 Ladies and 10 Men, to add to our existing stock, this is the minimum amount. I have decided that we have enough Jackets, which again I must emphasize are Showerproof and not Waterproof. You will no doubt recall it was suggested at April's Communication Meeting that we do away with the printed Handbook. Both the Board & Council felt this was a good idea and, over the Summer, we have been working on a suitable alternative.

We have settled on a document (PDF) that will be emailed to all Clubs for circulation to their members. It can be viewed on screen and relevant pages printed as required. The information will also be available on the SBA Website.

Without a printed version to tempt advertisers, I will be looking at asking the existing contributors if they would like to sponsor one of the competitions or perhaps the juniors.

Peter Bissett
Marketing Manager