**Subject:** yellowtail case

To:Yellowtail Marine

From: Robyn Gilcrist

Date: April 24, 1976

Subject: Message to the staff

Hi everyone, I am Robyn Gilcrist the new CEO of Yellowtail Marine. First, I’d like to offer my deepest condolences to all that had the opportunity of working and knowing Mr. Olaf Gunnerson. As of today, I will be inheriting his position and look forward to working with you all. I know there may be some challenges, but if we work together as one team, I know we can make this company greater. I also come from the water sports industry, previously working at Sportscraft for several years. During my time there, I successfully increased sales by 70% within two years. I am confident that I can bring positive changes to this company as well. Below are some of my short and long term goals:

Short-term goals:

* On April 12, we will have OSHA inspectors visiting our location to ensure that our work environment meets safety regulations. It is imperative to take extra caution to be careful and safe while working. Please keep your safety equipment on at all times and protect yourselves from any hazards that may cause harm.
* The current problem with both foam injection units needs to be resolved before the OSHA visit. Please make any necessary arrangements to have this fixed as soon as possible to resume production.

Long-term goals:

* A strategic marketing and sales plan needs to be developed to boost sales, as there has been a drop within the past few years. Doing so will enable the company to compete and perform better in the market.
* To expand the business line with Sagittarius Inflatable Boats Inc., which has already shown much interest in the market. Acquiring this will provide more opportunity for growth in the long run.

Again, I look forward to joining this team and working with all of you. Please feel free to contact me at any time if there are any questions, issues, or concerns.

**New policy on employee discount**

In one month, the new employee discount policy will take effect. The old hierarchical structure will be removed and every employee will be given the same discount, which will now depend on the type of goods purchased. A 10 percent discount will apply to low margin goods. A 15 percent discount will apply to items such as sporting goods, china, and furnishings. Finally, a 20 percent discount would be given to clothing, cosmetics, jewelry, and other similar merchandise.

I believe this new system will be much simpler, efficient, and effective. Everyone in the company will have their fair share of discount received, increasing involvement in the type of merchandise to be purchased. In addition, low-profit-margin goods will now be sold at realistic prices and high-profit-margin ones would sell faster.

Our company currently has the image of catering to the older clientele. It would serve our interests to target the younger generation as well. By implementing this change in policy, we will attract a younger salesforce which will then attract younger customers.

Though our company is already performing well, it is anticipated that this new discount policy will promote efficiency, improve the turnover of goods, and generate greater profitability.