

Latest Management Fads Inc.

MEMO: 2nd JULY 2008

IMPORTANT NOTICE

As you know, we are the leading entrepreneurs in management fads. We are always seeking new opportunities in an ever expanding market. That is why we invested much time and money in the production of our own line of eye glasses for people with poor vision.

Unfortunately, sales have been somewhat low and investigation into this discovered that during the early stages of design, due to overlooking that the glass in eye glasses are specially designed lenses which magnify and focus whatever is looked at, the following design defect was brought to our attention:

We used ordinary plain glass, 1cm thick.

Apparently, during management's original brainstorming session we were lacking the vital information that it is a myth that eye glasses simply have to consist of thick glass in order for people to see better.

We have had to rethink our strategy regarding this product. We have therefore decided upon cutting out the middle-man, in this case opticians, and selling direct to the public.

Sales reps are now to call themselves "visual consultants" and will put each member of the public through a vigorous eye test. This test consists of the potential customer looking at one

piece of A4 sized paper that has letters of the alphabet on it (this sheet is attached to this memo). This test is to be done at a distance of not less than twelve feet from the potential customer. The potential customer should not be allowed to see the contents of the A4 sheet until such a distance exists between the sales rep and the potential customer.

Should the potential customer find any of the letters of the alphabet fuzzy in any way then the sales rep must "prescribe" the immediate purchase of a pair of our eye glasses.

If you have any difficulties then consult your line manager.

The Management.

A

D F

H Z P

T X U D

Z A D N H

P N T U H X

U A Z N F D T

N P H T A F X U

X D F H T Z A N

F A X T D N H U P Z