

[Arden Project Manager name here]

From: [Your name here]
Sent: Friday, August 16, 2003 4:20 PM
To: [Arden Project Manager name here]
Subject: RE: Notes on the *Customer Name Withheld* company meeting

[Arden Project Manager name here],

Please see my comments below.

1. We are assuming that the Admin functionality is only in English while the Reseller and Customer functionalities require English + Japanese.

[Your name here]: The complete system is bilingual but will be confirmed again by the customer. The customer has confirmed furthermore that the focus now should be put on the internal application first with the possibility to at least let customer see prices online with a web interface later on. It is not clear to which extent their current customers use the Internet and if it would be possible to create an online portal at all. B to C business is one of the future options but for now we will focus on a B to B solution with no access or "my accounts" for customers from outside.

2. What does FOB in this context mean?

[Your name here]: Free On Board (no cost for shipping).

3. How many days in advance do products have to be ordered? Can they be ordered with less than 24 hours notice?

[Your name here]: Orders and supply are not always fixed. Due to changes in the market situations/demand and grower/supply the business is a mixture of satisfying a fixed demand for resellers and selling by opportunities (no fixed prices) to auctions in Japan.

4. Will any products be held in stock for any reason?

[Your name here]: No! They sell fresh products that spoil rapidly and stock means only ordered products that already may be on their way to Japan and are still not distributed to resellers (normal customers, auctions). There is actually some stock but only for a limited time like 24 hours.

5. How are all the payments made for resellers and customers?

- a. Credit Card: Which ones?
- b. COD
- c. Bank Transfer
- d. Any other?

[Your name here]: All payments (for resellers, customers and suppliers) are made by bank transfer only.

6. How are payments made to the suppliers in Holland, Cuba and Vietnam?
 - a. Credit Card: Which ones?
 - b. COD
 - c. Bank Transfer
 - d. Any other?

[Your name here]: I will send you more details on this by tomorrow.

7. Are the prices the same for all resellers?

[Your name here]: No.

8. Is the functionality the same for all resellers? If different, what is unique for each of the resellers?

[Your name here]: The functionality depends on customer (group) and location etc.

9. You mentioned that the cost of goods sold is based on the stem counts in box.

- a. Does length of a stem have anything to do with this?

[Your name here]: Length etc. are a definition for a grade.

- b. Does the number of stems in a box differ for each box?

[Your name here]: There are different box sizes and according to this the number of flowers differs as well.

- c. Are the products always sold in boxes of stems?

[Your name here]: Stem means flower stems, how many flowers per box... selling in bouquets is also possible but not used yet.

- d. What is the minimum quantity of products that can be ordered by a reseller/customer?

[Your name here]: Customer and resellers are equal. There are only fixed price and open price trades (auctions). Minimum is currently one box.

10. Does accounting integration include any or all of the following?

- a. Payments to Holland, Cuba and Vietnam in US\$?

[Your name here]: Payments are made not within the application but include USD payments to Cuba and Vietnam. Payments with Holland are made in Yen.

- b. Receipts from Resellers and Customers?

[Your name here]: I will send you more details on this by tomorrow.

c. Any other expenses incurred relating to the purchase and sale of products?

[Your name here]: Packing and transport cost should also be included in accounting.

Regards,

[Your name here]