Part 1 Meeting notes: 21/01/2025 Board Meeting

- **Meeting Kickoff:** Dateme kicked off the meeting by reflecting on the challenges and growth experienced in 2024, emphasizing the importance of resilience and setting a positive tone for 2025.
    - **Reflection on 2024:** Dateme reflected on the challenges and growth experienced in 2024, acknowledging the hard work and resilience of the team. He emphasized that despite financial challenges, the year was strong and set the tone for a positive outlook in 2025.
    - **Focus on Resilience:** Dateme highlighted the importance of resilience in overcoming challenges and achieving success. He encouraged the team to remain positive and support each other, emphasizing that success is not final and failure is not fatal.
- **Financial Performance:** Dateme highlighted that 2024 was financially challenging but strong, with the latter part of the academic year presenting tough challenges due to market conditions.
    - **Financial Challenges:** Dateme acknowledged that 2024 was financially challenging, particularly in the latter part of the academic year. He noted that market conditions were tough, impacting the financial performance of the business.
    - **Strong Year:** Despite the challenges, Dateme emphasized that 2024 was a strong year for the business. He highlighted the team's resilience and hard work in navigating the difficult market conditions.
- **Market Competition:** Dateme discussed the increased competition in London due to an overstock of beds and the need for the business to remain positive and adapt to market trends.
    - **Overstock of Beds:** Dateme explained that London is facing an overstock of beds, with around 7000 new beds entering the market. This increased competition requires the business to adapt and remain competitive.
    - **Adapting to Trends:** Dateme emphasized the need for the business to adapt to market trends and remain positive. He highlighted the importance of staying informed about market conditions and being proactive in addressing challenges.
- **Sales Strategy:** Dateme outlined the plan to focus on 44-week contracts instead of 51-week contracts to avoid empty weeks and improve operational efficiency.

    - **44-Week Contracts:** Dateme outlined the plan to shift from 51-week contracts to 44-week contracts. This strategy aims to avoid empty weeks at the end of the academic year and improve operational efficiency.
    - **Operational Efficiency:** By focusing on 44-week contracts, the business aims to reduce the number of empty weeks and improve overall operational efficiency. This change is expected to optimize resource utilization and enhance profitability.
- **Location Strategy:** Dateme mentioned the plan to reduce the number of locations and beds to minimize risk and improve operational efficiency.
    - **Reducing Locations:** Dateme discussed the plan to reduce the number of locations and beds. This strategy aims to minimize risk and improve operational efficiency by focusing on fewer, more manageable locations.
    - **Operational Challenges:** Dateme highlighted that having more locations can be problematic, leading to operational challenges. Reducing the number of locations is expected to streamline operations and enhance efficiency.
- **Marketing and Branding:** Dateme emphasized the need for more impactful messaging, targeted campaigns, and accountability within the marketing team to deliver results.
    - **Impactful Messaging:** Dateme stressed the importance of having more impactful messaging in marketing campaigns. He emphasized that the messaging should resonate with the target audience and effectively communicate the brand's value proposition.
    - **Targeted Campaigns:** Dateme highlighted the need for targeted marketing campaigns. He emphasized that campaigns should be strategically planned and executed to reach the right audience and achieve desired outcomes.
    - **Accountability:** Dateme called for greater accountability within the marketing team. He emphasized that team members should be held responsible for delivering results and meeting campaign objectives.
- **Financial Focus:** Dateme stressed the importance of budgeting, planning, and reviewing financial performance to ensure the business reaches its goals.
    - **Budgeting:** Dateme emphasized the importance of budgeting in achieving the business's financial goals. He highlighted the need for careful financial planning and allocation of resources.
    - **Financial Planning:** Dateme stressed the importance of financial planning in ensuring the business's success. He emphasized that thorough planning is essential for navigating financial challenges and achieving desired outcomes.

    - **Reviewing Performance:** Dateme highlighted the need for regular reviews of financial performance. He emphasized that continuous monitoring and evaluation are crucial for identifying areas of improvement and making informed decisions.

- **Operations and Sales:** Dateme reiterated that operations are the backbone of the business and sales are the oxygen, emphasizing the need for efficiency and collaboration within the teams.
    - **Operations as Backbone:** Dateme reiterated that operations are the backbone of the business. He emphasized the importance of efficient and effective operations in ensuring the smooth functioning of the business.
    - **Sales as Oxygen:** Dateme highlighted that sales are the oxygen of the business. He emphasized the critical role of sales in driving revenue and sustaining the business.
    - **Efficiency and Collaboration:** Dateme stressed the need for efficiency and collaboration within the teams. He emphasized that teamwork and effective communication are essential for achieving business goals.
- **Positive Mindset:** Dateme encouraged the team to maintain a positive mindset and work together to overcome challenges and achieve results in 2025.
    - **Maintaining Positivity:** Dateme encouraged the team to maintain a positive mindset. He emphasized that a positive attitude is essential for overcoming challenges and achieving success in 2025.
    - **Team Collaboration:** Dateme highlighted the importance of teamwork and collaboration. He encouraged the team to work together and support each other in achieving common goals.
- **Market Trends:** Murat presented the sales performance comparison between 2023-2024 and 2024-2025, highlighting a 6.7% increase in total sales and a 40% increase in service fees.
    - **Sales Performance:** Murat presented the sales performance comparison between 2023-2024 and 2024-2025. He highlighted a 6.7% increase in total sales, indicating positive growth for the business.
    - **Service Fees Increase:** Murat noted a significant 40% increase in service fees. This growth reflects improved operational strategies and increased utilization of services by students.
- **Team Performance:** Dateme announced the plan to review each team member's performance weekly to ensure accountability and impact on the business.

    - **Weekly Reviews:** Dateme announced the plan to conduct weekly reviews of each team member's performance. This initiative aims to ensure accountability and track the impact of individual contributions on the business.
    - **Ensuring Accountability:** Dateme emphasized the importance of accountability in achieving business goals. He highlighted that regular performance reviews will help identify areas for improvement and ensure that team members are meeting their objectives.
- **Team Performance:** Murat shared the performance of different teams, noting that the Turkey team saw a 28.8% increase in sales, while the China team experienced an 11% decrease.
    - **Turkey Team Performance:** Murat highlighted that the Turkey team achieved a 28.8% increase in sales. This growth demonstrates the team's effective strategies and efforts in driving sales.
    - **China Team Performance:** Murat noted that the China team experienced an 11% decrease in sales. He discussed the challenges faced by the team, including market conditions and service-related issues.
- **Marketplace Strategy:** Murat discussed the importance of building relationships with marketplaces and implementing tier models to optimize commissions and sales.
    - **Building Relationships:** Murat emphasized the importance of building strong relationships with marketplaces. He highlighted that effective partnerships are crucial for optimizing sales and commissions.
    - **Tier Models:** Murat discussed the implementation of tier models to optimize commissions.
- **Affiliate Partnerships:** Murat outlined the plan to promote affiliate services, integrate offers into the guest journey, and provide incentives for sales agents to generate additional revenue.
- **IT Developments:** Fulya presented the IT team's achievements, including the development of the management portal, partner portal, and new CRM, as well as the launch of the Ambassador app.
- **Marketing Campaigns:** Fulya reviewed the marketing campaigns conducted in 2024, highlighting the success of various campaigns and the impact on bookings.
- **Influencer Collaboration:** Fulya mentioned the collaboration with influencers and the plan to work with more influencers from different countries to increase social media engagement.

- **Sales Insights:** Aayush provided insights into the sales performance for January 2025, noting a conversion rate of 11% and the top-performing partners and residences.
- **China Market Challenges:** Michael and Lee discussed the challenges faced in the China market, including the impact of low-budget inquiries, service complaints, and economic decline.
- **Service Fee and Moving Packs:** The team discussed the possibility of offering flexible options for moving packs and adjusting the service fee to better meet student needs and expectations.

Follow-up tasks:

- **Marketplace Management:** Develop a tiered commission model for marketplaces to optimize revenue and incentivize higher bookings. (Murat)
- **Service Fee Adjustment:** Evaluate the feasibility of reducing the service fee to £150 and offering optional add-ons for bedding, bathroom, and kitchen packs. (Michael, Lee, Aayush)
- **Influencer Marketing:** Identify and collaborate with influencers from diverse nationalities, including American, Brazilian, and Indian, to enhance social media engagement. (Fulya)
- **Sales Team Efficiency:** Analyze the necessity of the current sales team size in light of increased reliance on marketplaces and adjust accordingly. (Murat)
- **Partner Portal Usage:** Encourage sales agents to utilize the partner portal more effectively to streamline the booking process and reduce manual interventions. (Murat)
- **Customer Behavior Analysis:** Investigate changes in student behavior and preferences to better tailor services and improve satisfaction. (Michael, Lee, Aayush)
- **Operational Flexibility:** Discuss the operational feasibility of offering flexible service options, such as blank rooms or rooms with basic amenities, to better meet student needs. (Fulya, Mustafa)

Part 2

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Meeting notes:

- **Parental Involvement in Student Decisions:** Michael and Dateme discussed the importance of involving parents in student decisions, especially in China, where parents and even grandparents are often involved. They suggested creating a block or page for parents, making videos to build trust, and updating pictures of residences.
    - **Parental Involvement:** Michael explained that in China, parents and sometimes even grandparents are involved in student decisions. This involvement extends to booking platforms where WeChat groups include students, parents, sales agents, and Michael himself. Every minor mistake is exaggerated into a big problem within these groups.
    - **Building Trust:** Dateme suggested creating a block or page for parents, making videos to show what their child will be doing, and providing reassurance about their child's safety. This approach aims to build trust with parents and address their concerns directly.
    - **Marketing Assets:** Dateme proposed developing marketing assets such as videos and webinars for parents. These assets would include information about student activities, safety measures, and contact details for addressing any problems, thereby enhancing parental trust and involvement.
- **Demand for Pictures of Residences:** Aayush mentioned that many students are demanding pictures of residences since they cannot have face-to-face viewings. Dateme agreed on the importance of updating pictures and suggested developing marketing assets, including videos and webinars for parents.
    - **Student Demands:** Aayush highlighted that students, especially international ones, are demanding actual pictures of the rooms since they cannot have face-to-face viewings. This demand is crucial for their decision-making process.
    - **Updating Pictures:** Dateme agreed on the importance of updating pictures of residences. They emphasized that having up-to-date images and videos of the rooms would help in reducing the problem of viewings and meet the students' expectations.
    - **Marketing Assets:** Dateme suggested leveraging the existing good videos and marketing assets to develop new content. This includes creating webinars and

sending emails to parents, especially during check-ins, to provide comprehensive information and address any questions they might have.

- **Marketing Assets and Parental Programs:** Dateme emphasized the need to develop marketing assets and parental programs, including webinars and a dedicated page on the website for parents. They also discussed the importance of involving parents to speed up collections and improve marketing.
    - **Parental Programs:** Dateme proposed developing a dedicated page on the website for parents, where they can log in, ask questions directly, and access relevant information. This initiative aims to involve parents more actively in the process.
    - **Webinars:** Dateme suggested organizing webinars, especially during peak times like September check-ins, to address parents' questions and provide them with detailed information about the check-in process and student activities.
    - **Speeding Up Collections:** Involving parents in the process is seen as a way to speed up collections. Dateme mentioned that if parents are involved, they can be approached directly for payments, which would expedite the process and reduce delays.
- **Sales Team Utilization of Marketing Assets:** Dateme expressed concerns about the sales team not using the marketing assets prepared by the marketing team. They urged the sales team to utilize the pictures, videos, fact sheets, and other materials provided.
- **Institutional Sales Performance:** Dateme presented the sales performance from institutions, highlighting the success in taking more language course colleges and universities on board in 2024. They mentioned significant accounts like the British Museum and Homeless Business School.
    - **Institutional Success:** Dateme highlighted the success in taking more language course colleges and universities on board in 2024. Significant accounts include the British Museum and Homeless Business School, which have contributed to the overall sales performance.
    - **Top Buyers:** Dateme mentioned that some institutions, such as UCL, King's College, and University of Arts, are top buyers. These institutions have landing pages shared with their students, which helps in tracking and increasing sales.
    - **Sales Breakdown:** Dateme provided a breakdown of sales from institutions, showing that UCL, King's College, and University of Arts are the top institutions. The total sales from institutions amounted to 1.5 million and 2.3 million, respectively.

- **Top Institutions and Sales Breakdown:** Dateme provided a breakdown of sales from institutions, with UCL, King's College, and University of Arts being the top institutions. They discussed the importance of landing pages and tracking sales through UTM tags.
    - **Top Institutions:** Dateme identified UCL, King's College, and University of Arts as the top institutions contributing to sales. These institutions have been instrumental in driving significant revenue.
    - **Landing Pages:** Dateme emphasized the importance of landing pages for these institutions. The landing pages are shared with students and help in tracking sales and conversions effectively.
    - **UTM Tags:** Tracking sales through UTM tags was discussed as a crucial method to understand the source of leads and conversions. This helps in identifying which campaigns or sources are driving the most sales.
- **Group Bookings and Pricing Strategy:** Dateme and Aayush discussed the importance of group bookings and suggested reaching out to previous groups and offering special pricing for groups of five or more students. They emphasized the need to fix prices for summer and Christmas bookings.
    - **Group Bookings:** Dateme and Aayush emphasized the importance of group bookings for the business. They suggested reaching out to groups that have booked in the previous five years as they have great potential to cover the summer occupancy.
    - **Special Pricing:** Aayush proposed offering special pricing for groups of five or more students. If all five students book together, they can be provided with a 10% or 20% extra discount, which would encourage group bookings.
    - **Fixing Prices:** Dateme stressed the need to fix prices for summer and Christmas bookings early. This would help in securing bookings in advance and managing occupancy more effectively.
- **Agency Sales and Commission Structure:** Patrick discussed the challenges and potential of agency sales, emphasizing the need to improve the commission structure and build long-term relationships with partners. They highlighted the importance of separating agency revenue from direct sales and institutions.
    - **Commission Structure:** Patrick highlighted the need to improve the commission structure for agency sales. The current structure of 10 lbs per week is not marketable, and a percentage-based commission structure would be more appealing to agents.
    - **Long-Term Relationships:** Building long-term relationships with partners is crucial for agency sales. Patrick emphasized the importance of relationship

building and maintaining good communication with agents to ensure continued business.

    - **Revenue Separation:** Patrick discussed the importance of separating agency revenue from direct sales and institutions. This separation would help in better tracking and managing the performance of agency sales.

- **Expanding Agency Sales Team:** Patrick mentioned the expansion of the agency sales team, including the hiring of a new member for the Turkish market and plans to hire someone for the Russian-speaking market. They emphasized the importance of regional management and visiting agents.

    - **Team Expansion:** Patrick announced the hiring of a new member for the Turkish market and plans to hire someone for the Russian-speaking market. This expansion aims to strengthen the agency sales team and improve regional management.

    - **Regional Management:** Emphasizing the importance of regional management, Patrick highlighted the need for salespeople to manage specific regions. This approach would ensure better accountability and relationship building with agents in those regions.

- **Marketing and Social Media Strategy:** Aayush presented the marketing and social media strategy, focusing on improving organic traffic, creating more engaging content, and managing the budget efficiently. They highlighted the importance of YouTube Shorts and social experiments to boost engagement.

- **Operational Challenges and Improvements:** Richard discussed the operational challenges faced in 2024, including staffing issues, maintenance problems, and last-minute bookings. They presented the new structure for the housekeeping team and plans for 2025 to improve operations.

- **Housekeeping and Technology Integration:** Richard emphasized the importance of technology integration in housekeeping, including the development of a housekeeping app and the use of body cams for room inspections. They discussed the need for better planning and quicker deliveries.

- **HR Data and Diversity:** The HR team presented the employee data, highlighting the diversity in languages spoken and countries of origin. They emphasized the importance of having a diverse team and the gender distribution across different regions.

Follow-up tasks:

- **Parental Program Development:** Develop a page on the website for student parents to ask questions directly and provide necessary information. (Dateme)

- **Marketing Assets Utilization:** Ensure all sales teams are using the marketing assets provided by the marketing team, including pictures, videos, fact sheets, and floor maps. (Dateme)
- **Group Booking Campaign:** Set up a meeting to discuss group bookings for summer and overall summer planning. (Dateme)
- **Emergency Contact Number:** Provide an emergency contact number for students and partners to use during weekends. (Richard)
- **Housekeeping Manager Recruitment:** Recruit a housekeeping manager to oversee room inspections and housekeeping standards across all sites. (Richard)
- **Operational Challenges Review:** Review and address the operational challenges faced in 2024, including maintenance issues, staffing shortages, and last-minute bookings. (Richard)
- **CRM Data Accuracy:** Ensure sales agents complete all student profiles accurately in the CRM, including date of birth, telephone numbers, email addresses, and nationalities. (Sales Team)
- **Emergency Line Implementation:** Implement an emergency line for students and partners to contact during weekends and ensure it is included in all confirmation letters. (Richard)

Part 3

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Meeting notes:

- **Recruitment and Restructuring:** Dateme discussed the recruitment and restructuring efforts in 2024, including onboarding marketing personnel and interns, and using LinkedIn and Indeed for hiring. They emphasized the importance of managers ensuring workflows are effective and the use of Bright HR clocking system for payroll purposes.
    - **Recruitment Efforts:** Dateme highlighted the recruitment efforts at the end of 2024, focusing on housekeeping, laundry units, and sales units for the DMC side. They used LinkedIn extensively at the beginning of the year and later relied on Indeed for urgent hiring needs.
    - **Intern Onboarding:** Three sales interns were onboarded, received certification, and performed well during their internship. The company kept the door open for them, acknowledging their contributions during the summer period.
    - **Workflow Implementation:** Dateme emphasized the importance of managers ensuring that workflows are effective. If workflows are not working, managers need to develop new ones to achieve good results. Continuous checking and feedback are crucial for improvement.
    - **Bright HR System:** The company implemented the Bright HR clocking system for housekeeping to manage clock-in and clock-out times, which is essential for payroll purposes. Anna, along with Mustafa and Richard, managed this system.
- **Istanbul Branch Launch:** Dateme highlighted the successful launch of the Istanbul branch and the restructuring of the sales department with a supervisor system. They mentioned the need for flexibility and the importance of weekend shifts for the Istanbul office.
    - **Branch Launch:** Dateme mentioned the launch of the Istanbul branch near the seaside, which was a significant achievement for the company. This launch involved changing all employee contracts and separating the branch from the technology department.
    - **Sales Restructuring:** The sales department was restructured with the help of management, implementing a supervisor system with small teams instead of having one head of sales. This new structure proved effective during the summer period.

    - **Flexibility and Shifts:** Dateme emphasized the need for flexibility in the company's operations. They mentioned the importance of weekend shifts for the Istanbul office and the need to carefully manage these shifts in the future.

- **Growth Strategy for 2025:** Dateme announced the creation of a new role for growth and strategy, with Patrick and Murat leading the efforts. They emphasized the importance of the supply chain and operational roles in achieving growth.
    - **New Role Creation:** Dateme announced the creation of a new role for growth and strategy, with Patrick and Murat leading the efforts. This role aims to focus on the sales and growth responsibilities, along with the supply chain and operational aspects.
    - **Supply Chain Importance:** Dateme emphasized the importance of the supply chain in achieving growth. They highlighted the operational roles and the need for effective management to support the company's growth strategy.
- **Organizational Structure:** Dateme outlined the organizational structure, mentioning the heads of various departments and the goal of moving towards a board of directors. They expressed their desire to step up as CEO and emphasized the importance of transparency and teamwork.
    - **Department Heads:** Dateme mentioned the heads of various departments, including marketing, operations, finance, HR, partners, and business development. They emphasized the importance of having a clear organizational structure.
    - **Board of Directors:** Dateme expressed the goal of moving towards a board of directors, where department heads would eventually become part of the board. This transition is expected to take a couple of years.
    - **CEO Role:** Dateme expressed their desire to step up as CEO, emphasizing that they have been performing the role unofficially. They highlighted the importance of feeling secure and deserving the position.
    - **Transparency and Teamwork:** Dateme emphasized the importance of transparency and teamwork within the company. They encouraged everyone to work together and support each other to achieve the company's goals.
- **Glassdoor Ratings:** Dateme discussed the improvement in Glassdoor ratings from 3.7 to 4.6 and addressed concerns about harassment and discrimination within the company. They emphasized the importance of company culture and the need for open communication.
    - **Rating Improvement:** Dateme highlighted the improvement in Glassdoor ratings from 3.7 to 4.6, which is a significant achievement for the company. This

improvement reflects positively on the company's culture and employee satisfaction.

    - **Addressing Concerns:** Dateme addressed concerns about harassment and discrimination within the company. They emphasized that there is no tolerance for such behavior and encouraged employees to speak up if they experience any issues.
    - **Company Culture:** Dateme emphasized the importance of maintaining a positive company culture. They highlighted the need for open communication and transparency to ensure that all employees feel safe and respected.

- **Udemy Training:** Dateme and Aayush discussed the use of Udemy for employee training, with 72 active users and 336 courses taken. They emphasized the importance of managers encouraging employees to use the platform and the need for continuous development.
    - **Training Usage:** Dateme and Aayush discussed the use of Udemy for employee training, mentioning that there were 72 active users and 336 courses taken. They highlighted the total of 1102 hours of training watched since activation.
    - **Manager Encouragement:** Dateme emphasized the importance of managers encouraging their employees to use the Udemy platform for continuous development. They mentioned that managers need to push employees to achieve a minimum of 15 hours per user.
    - **Employee Feedback:** Aayush provided positive feedback on the Udemy platform, stating that it made employees more productive. Other employees also shared their experiences, highlighting the benefits of free courses for personal and professional development.
- **People Dot London:** Dateme mentioned the challenges in getting management support for People Dot London and the importance of creating a community. They highlighted the need for more engagement and sharing of company events.
- **HR Policies and Communication:** Dateme discussed the importance of HR policies, performance management, and communication across teams. They emphasized the need for managers to provide feedback and record performance issues to help employees develop.
    - **HR Policies:** Dateme discussed the importance of HR policies, including performance management and disciplinary policies. They emphasized that managers should not wait for HR to warn employees but should provide feedback and record performance issues themselves.

    - **Communication Across Teams:** Dateme highlighted the importance of communication across teams. They mentioned that HR tries to be responsive and supportive, and they have enhanced onboarding processes with new videos and team introductions.

- **2025 HR Plans:** Dateme outlined the strategic objectives for 2025, including workforce planning, diversity initiatives, and employee engagement. They emphasized the importance of time management and the need for managers to support and train their teams.
    - **Workforce Planning:** Dateme outlined the strategic objectives for 2025, starting with workforce planning. They emphasized the need to anticipate hiring needs, work with finance and managers, and evaluate workforce expansion in line with the company's objectives.
    - **Diversity Initiatives:** Dateme emphasized the importance of expanding diversity initiatives as a top priority for 2025. They highlighted the need to improve employee engagement and work culture to foster a diverse and inclusive environment.
    - **Time Management:** Dateme stressed the importance of time management for both employees and managers. They provided examples of how effective time management can lead to better productivity and overall success for the company.
    - **Manager Support:** Dateme highlighted the need for managers to support and train their teams. They emphasized that managers play a crucial role in achieving the company's strategic objectives and ensuring employee development.
- **Hospitality Services and Products:** Mustafa presented the achievements of London's hospitality services, including commercial laundry, cleaning, and linen hire. They discussed the challenges faced, such as stock management and logistical concerns, and the importance of industry know-how.
- **Marketing and Client Acquisition:** Mustafa shared the marketing efforts and client acquisition results, including the use of Google and meta ads. They discussed the need to focus on Google ads for better results and the importance of brand awareness.
- **New Brands and E-commerce:** Mustafa introduced new brands, Blissful and Stupidi, for home textiles and electronics. They discussed the launch of these brands on Amazon and the importance of creating a strong online presence.
- **Supply Chain and Import Processes:** Mustafa highlighted the supply chain activities, including importing goods from China and Turkey. They discussed the challenges and successes in managing the import processes and the importance of having a diverse range of suppliers.

- **Team Collaboration and Support:** Dateme emphasized the importance of teamwork, planning, and accountability. They requested more support from the team to help manage the workload and ensure the company's success.
- **Transparency and Budget Management:** Dateme and the team discussed the importance of transparency in budget management and the need to cut costs in challenging times. They emphasized the importance of open communication and working together to achieve the company's goals.

Follow-up tasks:

- **Sales Event Shifts:** Organize and trial sales event shifts for the Istanbul office to assess their effectiveness. (Leanne)
- **Weekend Shifts:** Carefully plan and implement weekend shifts for the Istanbul office. (Leanne)
- **Growth Strategy:** Create a growing strategy for Spa supply chain roles with the involvement of Patrick and Murat. (Patrick, Murat)
- **Udemy Courses:** Encourage all team members to complete at least 10 hours of Udemy courses and aim to reach a total of 1500 hours of training. (the team)
- **HR Technology Implementation:** Announce and implement the new HR technology update to combine all HR functions into one software program. (Dateme)
- **HR Portal Development:** Develop and launch the new HR portal to manage employee data, contracts, performance, and other HR functions. (Dateme)
- **Sales Team Structure:** Evaluate and potentially restructure the sales team to improve performance and leadership. (Dateme)
- **Marketing Campaigns:** Create and launch a summer campaign video showcasing the warehouse facilities and services. (Mustafa)