

Hi Everyone,
XchangeIT would like your opinion on two **very important** strategic initiatives that could be very beneficial to you.

This affects your future, and you can help design it.

Both of these initiatives can be hugely influenced by your input. At the meetings I'll be asking you for your views and together with other newsagents around Australia, we can design something that:

1. Helps you manage your magazines (and potentially other categories) even more efficiently, saving you time. The working title for this is:

The "Single Portal" opportunity

What would you like to see happen that saves you time in your magazine management?



2. Drives more foot traffic into your store via smarter digital promotions functionality. The working title for this is:

Digital Marketing and Promotions for Newsagents



I'd be keen to get your ideas on these two initiatives, so please roll up with your ideas hat on – we are looking to contribute to improving your business revenue. If we can do that, it also means it improves your product suppliers' success. A true All-Win proposal.

Looking forward to seeing you there.

Best regards,
Chris