

Australia Vintage Limited Wine (AVL)

GOALS: to successfully operate the trade show/fair

Action Description	Party/Dept Responsible	Date to begin	Date to due	Resources required	Hazard forecast
Management: Making sure everyone is clear on their task, in charge of briefing.	Program Management	May 4th	June 12th	pen paper laptop timetable	A hazard could be the program management forgetting schedules and tasks of the individuals they are in charge of.
Representative: A representative from AVL should aim to be on-site at the exhibition 2 days before the exhibition opens.	Project management & Strategic Management	June 6th	June 12th	transportation phone/Laptop for communication	Not showing up on time to get familiar or not understanding the company's arrangements.
Product presentation: Preparation to present the different brands that AVL offers and how placement should take place (designing).	The Product Manager & Design Management & Operations Management	May 25th	June 12th	products of the different brands, cutlery food (cheese/biscuits)	Not being familiar with the products and brands
Budget: Making sure that the event for the 3 days stays on budget.	Strategic Management	May 4th	June 12th	calculator budget tracker digital/handbook	Going over budget is a big hazard as it can affect their financial stability.
Networking: crucial for AVL to increase their business indicators and transform leads into customers.	supply chain management	June 10th	June 12th	phone/laptop for communication both nationally and internationally	The biggest hazard to networking is miss understanding as it can lead to strained relationships with AVL partners and lead to loss of profit and interest in the business through fewer investors and customers.
Network with international partners (parent partners or Austrade)	supply chain management	June 18th	June 12th	telephone/laptop for communicate	Bad communication can be a big hazard as it can affect the partnership AVL has or affect the whole project as bad communication lead lack of knowledge about the goal overall
Cultural aspects: The understanding of	Strategic Management	May 25th	June 12th	translator or be an individual	Offending customers and investors due to lack of knowledge about the

customs of the culture to improve intercultural competencies in terms of business communication with customers.				that can speak the language	costumes and cultures of the country.
Features of the audience: The key to giving good service and knowing the target audience	Knowledge Management	June 10th	June 12th	pen paper devices to keep notes	Not understand your audience which helps figure out what content and messages people care about can be a hazard as it can lead to wasted time and efforts of the staff and the customer.
Distribute brochures: Distributing information on AVL and what they offer.	Knowledge Management	June 10th	June 12th	brochures	Losing or misplacing brochures can be a big hazard as plans of distributing and promoting the product become harder for the staff and customers alike.
Promotion: Promotion of the event and offers of AVL on social media.	Marketing Management	June 1st	June 12th	phone laptop tablets to have access to social media	An individual that Lacks the Skills Necessary to do the Job could be placed to do the job which could lead to bad promotion