

Profile...

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The Xmas tree is down, the diets have begun and no doubt you are spending all the daylight hours digging through the avalanche of emails rather than watching Uncle Buck, drinking wine and wondering what to do about the dark hole in the centre of your lives where The 'X' Factor used to be.

I would like to wish you all a very happy new year. Some of you may already know me. However, for those who don't let me take this opportunity to introduce myself. My name is Julie Godwin (formerly Massey) and I am the Marketing Manager for NVS. I joined the company over eight years ago as sales and marketing assistant and then progressed into my current role approximately three years later.

My role is very varied as I am communicating with our business partners and suppliers, as well as planning and co-ordinating our NVS marketing activities, and of course keeping myself abreast of what is happening out in the 'real world'. You see the result of just some of this activity via this publication; The Cube, along with the Price & Product Guide, and the Pet Accessory Catalogue.

Like many of you, I'm always looking to come up with the next best thing, particularly at a time when customers are spending less. It all boils down to finding out the needs and expectations of our customers which can involve a range of processes. A useful starting point is market research, helping us to understand our existing and potential customers better.

Research can be conducted in two ways – quantitative (statistical information) and qualitative (examines people's feelings or attitudes). So I wanted start 2010 by listening to our customers thoughts for the year ahead – I am sure there are lots more partnership opportunities out there, if only I knew what they were!

We can't always promise that we can do everything, but we are always open to your comments and ideas. Please take the new year as an opportunity to let me know yours.

Email me at julie.godwin@nvs-ltd.co.uk or lets meet – either at NVS head office or at your premises, the choice is entirely yours. I will also be available at **VPMA (28-30 January)** and **BSAVA (8-11 April)** so please feel free to find me for a chat.

Hopefully the new year offers plenty of opportunities to think afresh, plan new things and seize the opportunity to stand out (this time for reasons entirely unrelated to the office Xmas party!).

I look forward to hearing your thoughts.