

HGC/JCMB
3/9/47

To: Sir Miles Thomas,
D.F.C.

From: Mr. H.G. Cox.

27th August, 1947

Sales Promotion

As you are, of course, already aware it has been decided that the MG Car Company will not, while trading conditions and the manufacturing position remain so abnormal, appoint Field Representatives. Consequently our sales promotion efforts are directed towards development of close personal contact with Distributors and Dealers and are conducted, for the major part, by correspondence. The writer makes visits to Distributors at every opportunity and Distributors are encouraged to visit the Factory as frequently as possible.

Apart from normal correspondence, during 1946 some 37 special letters on a variety of subjects were written to our Distributors. Some of these were also sent to Distributors and Dealers, other to Distributors, Dealers and Retail Dealers, according to circumstances. Up to date, 34 letters of similar nature have been sent out in 1947 and we know that these letters are given attention by the replies which are received. One of our more recent efforts is the MG Directory and we have ample evidence that this has been both very well received and is greatly appreciated.

The new MG signs, which are of two styles (that for Distributors being illuminable and exclusive to Distributors) were well received and are consistently displayed. In fact our Distributors paid ten guineas and Dealers five guineas each for these and that fact alone, we believe, will ensure that the signs are both displayed and taken care of. Unhappily, lighting restrictions interfere with the full value of the Distributors' signs but in a few cases bulbs are fitted and lit. The plan we intend to adopt for show room advertisement is to reproduce a set of the drawings which we have used in our Press advertising and frame these in sets. At the moment, however, facilities for the proper preparation of these are limited and prices are rather out of the question. In the meantime, however, we have distributed a special Nuffield Organisation poster which was prepared for MG and which forms an integral part of the series of five of these. Hoarding displays other than those by the Nuffield Organisation are not contemplated for MG.

Insofar as our general advertising is concerned the nature of this is well-known to you and a gradual expansion policy is visualised. From time to time newspaper advertisement blocks are prepared and are made available to Distributors and Dealers. There has been a consistent call for these. We have been able to maintain regular, if somewhat restricted, supplies of catalogues and folders. To these we add from time to time and as they appear, small quantities of reprints of articles which have appeared in the motoring Press and other Journals.

Tours of our Works for organised parties are very carefully arranged and individual visits by owners and intending owners are welcomed. In each of these cases, however, appointments are made and the tours properly conducted.

A Service Training School is approaching completion and courses of instruction will commence before the end of the present year.

Conversations with our Distributors confirm that their Sales staffs are definitely selling MG cars and increasing public goodwill for our productions. The habit of booking a further order for an MG when a new car is delivered is growing rapidly and it is interesting to note that all those Distributors with whom this point has been discussed have given an assurance that no estimated delivery date is given for the second order. At the end of 1946 we carried forward a home market order book of some 2,500 orders for Series "TC" Midgets, having released about 1,000 cars in the home market. At the moment the unfilled order book for Midgets for the home market is 3,752. Average figures struck on the 15th August show that in the home market we have released an average weekly number of 23 cars, whereas incoming orders from the home market average 61 per week. This is indicative; because the 1946 figures of average orders of 59 per week includes heavy bulk orders, placed as a result of the rush to buy. In the case of the One and a Quarter Litre Saloon, our target of production for 1947 was 1,000 cars and we notified our Distributors of this fact and told them individually their allocation share of this figure, and asked for orders to cover this allocation. Many of our Distributors disregarded this request and sent in orders much in excess of their allocation with the result that at the 15th August we had received a total number of 3,490 orders for the One and a Quarter Litre Saloon from our Distributors. We have made a further enquiry into the order position and as a result it has been established that the total number of orders for MG One and a Quarter Litre Saloons is 12,089.

In our view and as a result of a study of the returns by our Distributors on orders outstanding it is obvious that our Distributors really are making an effort to sell MG Cars. Of the 105 Distributors whom we have appointed, 21 have made a return showing more than 100 orders on hand for the One and a Quarter Litre Saloon, 9 have more than 200, two Distributors have 500 or more and one Distributor has an order book of 1,710. Looking at the position as a whole, it is felt that within the limitations which surround the Factory and its Retail organisation, MG are in as favourable position as that of any other manufacturer.

H. T. Cox