



MultiService Association Report on Progress for the year 1st September 2008 to 31st August 2009

- The website has been completely re-designed, security enhanced and a great deal of functionality added.
- The offer to members as also been improved over the year with the addition of added value products with a further improvement to the commercial insurance offer, web site design, and introduction of an epos system.
- We have most recently added a monthly Newsletter “Service Call” which has proved to be popular with members and ensures we have a regular monthly communication tool with our members. Shoe Service Magazine has now been up and running in its new format for just over a year this change has given us the ability to increase distribution and at the same time improve the overall look and feel of the magazine.
- We have added a range of point of sale material that has proved to be very, very successful with members. We intend to extend the range during the coming months.
- The corporate colour scheme has also been changed to reflect a more modern theme this has been reflected in all our stationery along with the website design and POS materials.
- Due to the relocation of the office base, the property we owned in Desborough has been sold and the proceeds deposited into an investment bond and instant access account, generating interest for the benefit of MSA and it’s members.
- We continue to work on joint initiatives with “Cutting Edge” the trade body representing the suppliers, we currently have a voucher book containing £5 vouchers to the value of £120 which was supplied by them to help support recruitment into the MSA.
- Going forward we will continue to add value to the cost of membership by innovation, consultation and hard work. And continue to build upon the platform we have created.

Martyn

Martyn Harvey
Chief Executive MSA Ltd

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