



ANNUAL GENERAL MEETING (AGM) MINUTES FOR 2023

Meeting Information

Date	1st August 2023
Time	2:00 PM - 4:00 PM
Location	Trendie Head Office Sydney
Chairperson	Jessica Bell (CEO)
Attendees	Aisha Khan (CCO), Selena Guiterra (CFO), Leon Williams (COO), Sania Javed (DOO), Jack Thompson (CHRO), Ava King (CMO), George Eshan (Head of compliance), Sahil Rao (IT Manager)
Apologies	None

Agenda

1. Welcome and Introduction
2. Approval of Previous AGM Minutes
3. Financial Report
4. Strategic Plan and Future Goals
5. Operational Review and Initiatives
6. Sales and Market Expansion
7. Customer Service Enhancement
8. WHS and Compliance Update
9. Taxation and Financial Planning
10. Resolutions and Action Items
11. Conclusion and Next Steps

Emerald Tower, 786 Castlereagh Heights Sydney, NSW 2000 Australia

1300 TRENDIE (1300 873 634)

info@trendie.com.au

www.trendie.com.au





Detailed Minutes

Discussions, Resolutions, and Action Items:

Area	Discussion	Resolution	Action Item	Responsibility
Financial Report	<p>The CFO presented the financial report, showing a steady growth of 12% year-over-year.</p> <p>Discussions were held on optimizing expenses and allocating budget for technological advancements and market expansion in the Asia-Pacific region.</p>	Approved reinvestment of 25% of profits into technology and expansion efforts.	Allocate budget for technological upgrades and market research in Asia-Pacific.	Selena Guiterra (CFO)
Operational Review	<p>The COO reviewed the operational performance with a focus on supply chain optimization and sustainability. The team discussed the implementation of AI-based solutions to streamline operations and reduce costs.</p>	Agreed to implement AI-driven operational enhancements in phases.	Initiate the first phase of AI implementation in supply chain management.	Leon Williams (COO)



Sales and Market Expansion	Discussions centered on establishing an online presence in Asia-Pacific to tap into new markets. A detailed plan was presented for the market entry strategy and online platform development.	Approved the development of an online platform and market entry strategy for Asia-Pacific.	Develop an online platform for the Asia-Pacific market and launch a targeted marketing campaign.	Ava King (CMO)
Customer Service	Explored the implementation of AI-based customer service solutions to enhance customer experience and reduce response times. Plans to integrate AI chatbots and a comprehensive FAQ system were discussed.	Approved the pilot testing of AI-based customer service solutions.	Pilot AI chatbot integration and evaluate its performance.	Sahil Rao (IT Manager)
WHS and Compliance	A review of the current WHS practices and compliance with Australian regulations was conducted. The team discussed measures to improve workplace safety and ensure full compliance.	Approved the update of WHS policies to enhance safety measures.	Update WHS policies and conduct staff training sessions.	HR Department, WHS Officer



Taxation and Financial Planning	Discussed the upcoming taxation changes and their impact on the company's financials. The CFO proposed strategies for effective tax planning and compliance.	Approved the proposed tax planning strategies.	Implement tax planning strategies and ensure compliance with new tax regulations.	Selena Guiterra (CFO Finance Team)
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Conclusion and Next Steps

The AGM concluded with a strong focus on future growth and innovation. The board emphasized the importance of implementing the discussed strategies promptly to achieve the set goals. Follow-up meetings will be scheduled to review progress and ensure accountability.