

# Itinerary-Based Trip Report

Name: John Doe  
Department: International Sales  
Trip Purpose: Client Meetings & Product Demonstration  
Report Date: 2024-06-14  
Travel Dates: 2024-06-10 to 2024-06-13  
Destination(s): Singapore & Kuala Lumpur

## 1. Itinerary Summary

Date	Time	Location	Activity / Meeting	Participants	Key Outcomes / Notes
2024-06-10	09:00	Singapore HQ	Arrival & Team Briefing	Local Team	Reviewed trip objectives
2024-06-10	14:00	Client A Office	Product Demo	Client A, Sales Team	Received positive feedback
2024-06-11	10:00	Client B HQ	Negotiation Meeting	Client B, Director	Identified areas for pricing adjustment
2024-06-12	11:00	Kuala Lumpur Branch	Follow-up with Partners	KL Partners	Discussed new collaboration
2024-06-13	13:00	Singapore HQ	Final Debrief	Project Team	Summarized actions & next steps

## 2. Observations & Highlights

- Strong interest from new client segment in Kuala Lumpur.
- Need to tailor product features for Singapore market based on feedback.
- Opportunity for strategic partnership identified with Client B.

## 3. Recommendations & Follow-up Actions

- Prepare customized proposal for Client B by 2024-06-20
- Schedule online demo for Kuala Lumpur partners within two weeks
- Align internal teams for faster response on client queries

## Important Notes about Itinerary-Based Trip Report Documents

- Ensures all trip activities are documented with date, time, and outcomes
- Facilitates clear communication of objectives and results to stakeholders
- Helps track follow-up actions and responsibilities post-trip
- Supports accurate reporting for travel approvals and auditing
- Can be used as a reference for planning future trips

