







My Core Business Values

- Niche Marketer
- Develop Innovative and Proprietary Products
- Buy it.. Don't make it
- The Far East
- Run lean. Be profitable as soon as possible
- Manage the assets
- Stretch the Balance Sheet
- Plan, plan, plan

Niche Marketer / Innovative Products

- Identify non commodity segments → low volume / higher margin
- Target key customers early → build the platform
- Create differentiating features & benefits → charge for the differentiation
- Build the volume → margins may suffer
- Be ready with the next product

Buy it / The Far East

- Product development and marketing vs. manufacturing → tough to do both well
- Buy it → Cost is fixed
- China base wage is \$100 / month. Tough for most markets to compete
- Using China for manufacturing can lead to more gross profit, thus yielding higher paying U.S. jobs

Run lean, manage assets, stretch the balance sheet

- Keep the overhead low (backside of the paper)
- Manage every asset, especially inventory and receivables
- If you bank, leverage every balance sheet dollar to maximize the ability to borrow

Plan

- Take a yearly check up
- SWOT
- Identify growth opportunities
- Execute
- Review
- Do it again
