

## Objectives for Period Ending \_\_\_\_\_

Objectives	Plan	Actions	Milestones
<b>Sales and Marketing Objectives</b>			
Increase sales by \$54,000 (or \$2000 per dealer)	Preferred Dealer plan (CAN/USA)		
Increase sales by \$50,000. Current sales are about \$550,000.	Dealer visits (CAN/USA)		
Increase sales by \$15,000. Current sales are \$150,000 direct.	Increase Trade Show effectiveness (CAN/USA)		
\$50,000 increase	Increase direct contact with farmers		
\$100,000+ increase	Risk free Trial Program		
Increase sales by \$30,000 (3% of sales using these materials)	Marketing Materials		
	Competitive analysis		
Increase sales by 30% (\$45,000). Current sales are \$150,000.	OEM development		
Increase sales by 10% (their forecast) \$70,000	HORSCH		
	Latin America		
Increase sales by \$30,000	Australia		
	USA		
	Great Plains- New OEM contract		
Save \$270,000	Purchasing: Cost of Materials		
Save \$15,000	Labor costs		
Save \$5000	Turnover		
	Marketing: Better results from marketing budget		

Save \$1000	Customer Service calls reduction		
	Warranty Parts		
Save \$3000			
<b>Objectives</b>	<b>Plan</b>	<b>Actions</b>	<b>Milestones</b>
Save \$8,000			
Save \$12,000			
Save \$10,000			
	Overhead: Professional fees		
Save \$1000	Overhead: Bank charges		
Save \$2000	Inventory Management		
Save \$3000	Overhead: Office		
Focus and Planning	Complete new product that will have good market		
To Improve Documentation	Proper Testing		
	Labnotes/SRED claims		
To Ensure Zero Defects	Quality Assurance/ Testing		
	Eliminate Modifications		
Product Development Committee	Implement Team		
	Reduce Product Cost		
Reduce R&D Turnover	R&D turnover		
Prioritize Research and Development	Complete GR99 software		
	Population sensor		
	Great Plains module		
	Quinstar Project		
	New PCB ARB32 sensors		
	Eliminate Static Problem		
	System II		
	Electric/Hydraulic		
	Cellular modem for GR99		
	Depth/Height control		
Increase Professionalism of Product Design	Professional looking product		
Increase Quality of Product	Reduce production failures		

Increase Efficiency of overall operations	Use Best Method Procedures		
	Avoid fire fighting and increase ability to foresee problems		
	Enhance Decision Making		
	Inventory		
Develop our Competitive Advantage in Customer service	Develop new ideas for showing our customer service		
	Website Tools		
	Dealer Visits		
	Upgrade program		
	Internal training		
	Follow-up Service calls		
	Survey		
	Develop better customer tracking systems		
	Video conferencing for Australia		
Financing to support company growth	Approach institutions		