

D. BROWN
MANAGEMENT
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Strategic & Business Planning

From Brainstorming To Written Plan

▶ The Opportunities

Refinement: By working with a 3rd party that has a diverse range of experience you can both clarify and refine the vision for the company.

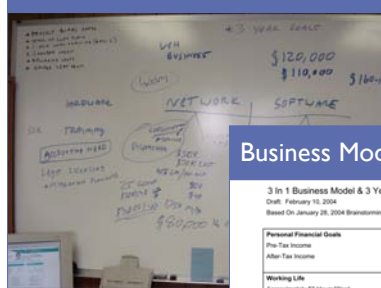
Business Modeling: One by-product of the process is the design of a relatively simple business model that allows running “what-if?” financial and manpower scenarios.

Communication: Once the strategy and plan are documented in detail it is very simple to break it down into pieces at various levels of detail for everyone in the organization. This clear and structured communication aligns the team and improves results.

Brainstorming: The material is dynamic. It was developed through a brainstorming process. Expand the circle of people involved in the next brainstorming process and watch the plan improve and the vision become even clearer.

▶ The Planning Process

Initial Brainstorming Sessions



Business Model Development

3 In 1 Business Model & 3 Year Goals
Draft: February 15, 2004
Based On January 28, 2004 Brainstorming

Personal Financial Goals	Net Tax Income	=====
Working Life	Approximately 50 Hours/Week Flexible Time For Family 80-90% Of Time Spent On New Custom A Don't Use Accounting Math	
Key Market Areas	Network Management For SMB Monthly Subscription Service Annual Audit & Strategic IT Planning Migration Planning Custom Network Installs	
Custom Application Development	Average Size - \$25K 4-6 Per Year	
Semi-Custom Applications	Build Modules Once, Reuse Several Times QuickBooks/Contractor Reporting Use MySQL & PHP Free Platforms Joint Development Agreements	
Annual Revenue & Profit Projection	SMB Networking Service (30 Customers) Additional Networking Services Custom Application Development Semi-Custom Application Development	

Refinement At Follow-Up Mtg.

3 In 1 Business Model & 3 Year Goals (Additional Services)
Draft: February 15, 2004
Based On January 28, 2004 Brainstorming

	REVENUE	QTY	ANNUAL
Additional Networking Services			
Annual Audit & Strategic IT Planning			
Migration Planning			
Custom Network Installs			
Custom Application Development			
Cost/Margin Estimates			
Average Hourly Billing/Quote Rate			
Estimated Hours			
Estimated Hourly Technician Costs			
Total Estimated Cost Of Services			

Detailed Written Plan

D. Brown Management Meeting Agenda/Notes

Initial Strategy & Planning Meeting

Date: 2004-02-11, 7PM
Attendance: David, Michael, Kathryn
Location: Charlie Brothers - Stockton, CA
Notes By: David

Executive Summary & Approach

3 In 1 Technologies develops custom business streamlining applications. They have developed two applications for Royal Electric. We are currently trying to work out a deal where Michael would come to work on a part-time basis for Royal to develop additional streamlining applications and training. As part of that agreement I will be working with 3 In 1 on helping to refine their business model in a similar fashion to what we've been working on for the other construction companies. This multi-year business development will follow the basic outline below:

▶ How We Can Help

Facilitation: Lead facilitation of brainstorming and planning sessions capturing information.

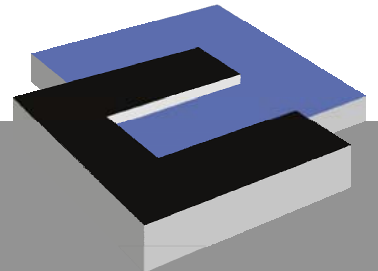
Business Planning: Taking the information from the facilitation we can produce a complete written business plan including marketing, organizational development and financials.

Communication: We will help you communicate your plan to your team.

Easy To Understand Communications For Everyone

<p>CORPORATE CORE STRATEGIES</p> <ul style="list-style-type: none"> High Quality: Continue to emphasize and improve safety, quality of work and responsive customer service to create a culture and reputation of being the best. Support Field Operations: Assess, design and implement all functions and roles in the company to ensure the success of field operations in serving the customer. Planning: Require and promote strategic, operational and project planning, feedback and post project de-briefings. Training & Development: Develop an effective training and development system, database, skill paths and a culture of continuous teaching and learning to ensure fully qualified people needed for growth and profitability. Marketing: Define and aggressively pursue markets, customers and projects that fit our goals and backing needs. Streamlining: Streamline the processes, systems, policies and procedures to be more defined, consistent and automated in order to support operations, cash flow and our customers - both internal and external. Teamwork & Leadership: Develop and reward leaders at all levels who promote teamwork, high performance, effective communications and development of their people. 	<p>OUR BEST CUSTOMERS ARE...</p> <ul style="list-style-type: none"> Leaders in their Markets and Industries Dedicated to Providing a Safe Working Environment Ethical, Trustworthy and have a strong sense of Fairness Well Organized with Planning and Scheduling Prompt with Payment Relational in their Relationships between Owners and Subcontractors Able to Provide good Field Relationships Not Based on an urgent/Usure or Non-Union Contractors Committed to Relating that Price with Quality and Service Able to Close-Out Projects in a Timely Manner Willing to Build Alliances and Relationships that Bring Repeat Business <p>CUSTOMERS OUTSIDE NO. CA: SELECTIVE BASIS...</p> <ul style="list-style-type: none"> Current Best Customer New Prospective Best Customer Lack of Work in Northern California Need for More Work High Profitability Project Job Well-suited For Us Infrastructure Projects Impressive Good Cash Flow 	<p>HIGH-QUALITY - AS SEEN THROUGH THE CUSTOMER'S EYES...</p> <ul style="list-style-type: none"> We NEVER Show Production Downs We Meet or Beat ALL Project Deadlines and Schedules We ALWAYS Maintain Safe Working Conditions We Keep Defective Work Items to a MINIMUM Our Craftsmanship Exceeds Industry Standards We Maintain Organization and Cleanliness throughout Construction and Project Completion We Maintain Good Customer Communications, Relationships and Service - Before, During and After Completion of Projects We Plan, Integrate and Respond to the Changing Needs of the Owner, General Contractor and Project We Provide Timely Documentation and Correspondence - Before, During and After Construction 	<p>STRATEGIC ACTION ITEMS - THROUGH JUNE 2005</p> <p>High Quality: Integrate weekly safety meetings with quality control, checking against our 30 (David B), Process professionals' attitude, experience, job site cleanliness, dependability and quality (Frank V)</p> <p>Support Field Operations: Set up 24 hour support (David B), Emergency hot job sites (Frank V), Constant communication from purchasing as to when material will arrive, assign a purchasing agent to each job (Jim C), Provide supplies to ensure a safe work environment (KAR B)</p> <p>Planning: Project orientation and pre-purchase meetings, field, Operational meetings with department heads on regular basis, Mid job meetings to keep jobs on track, Post job ALLAP after demobilization (Rob C, Rob B), Weekly estimating meetings (Jim C), One-on-one direct report meetings (Frank V)</p> <p>Training & Development: Develop and implement a safety training program, Start weekly in-house training and lunch time training (David B)</p> <p>Marketing: Make a group responsible for identifying and producing marketing material (Rob B, David B)</p> <p>Streamlining: Develop procedures and streamline Terminal's Handbook along with an action plan for company-wide streamlining and documentation of procedures (Chris V)</p> <p>Teamwork & Leadership: Define clear roles and responsibilities starting with the field (Chris V), Identify all 30 leaders within the company (Frank V)</p>
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A Good Portion Of The Initial Investigation, Brainstorming & Written Plan Is Covered During The RCCA Which Is Free For Qualified Potential Clients



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A Hands-On Approach