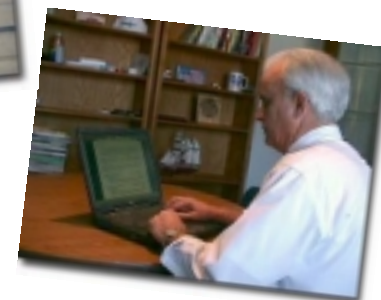
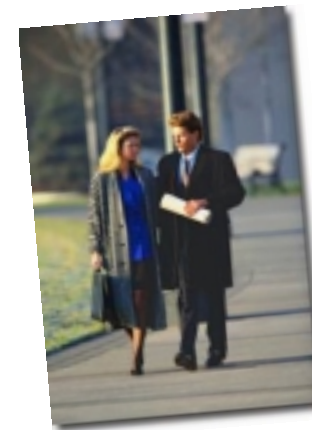


STRATEGEN



Implementation...Focus...An Objective View
"Involvement as a member of the team.
Taking an active role in the implementation
of recommended plans and projects
is what differentiates Strategen
from advisory consultants."



Strategen
W6046 Whispering Lane
Plymouth, WI 53073

For more information on what Strategen can do for
you visit www.Strategen1.com or call 920.892.2979.

Strategen is an implementation Consulting Group that brings over 30 years of experience to small (under \$100,000,000.00), closely held, technical products and services businesses.

Whether you are looking to grow, turnaround, plan succession or revitalize, through using the business planning process, Strategen brings focus and an objective point of view to your company.

Strategen has earned a reputation and developed a track record of successful implementation of projects concerning: niche market penetration new market and new product development growth in domestic and international markets.



Background:

Strategen's President, Louis J. Busalacchi is a senior corporate executive with over 30 years of experience in component and equipment manufacturing companies.

He has earned a reputation as a hands-on executive, building empowered winning teams across departmental lines. He has developed expertise in general management, sales management, acquisition of technology, developing and launching new products, market development, global business, international product licensing, business acquisition and divestiture, engineering services, information technology, paper machinery, and technology transfer.

STRATEGEN

Areas of Focus:

Strategen's target markets are closely held manufacturing businesses who:

1. Need new markets
2. Need new products
3. Want to grow
4. Are in a turnaround
5. Are stagnant and want to change
6. Need revitalization
7. Need reorganization
8. Need succession planning and execution

- New Market Development and Implementation
- New Product Development and Implementation
- Strategic Plan Development and Implementation
- Contract Executive
- General Sales, Marketing, and Operations Management
- Sales Training and Personnel Development
- Business System Development and Implementation
- Consulting Services



Scope of Services:

- New market development
- New product development
- Contract executive
- Business plan development, implementation, and follow up
- Sales system analysis and development
- Market capabilities assessment and development
- Domestic and international business agreements
- Negotiate licensing, cross licensing, and technology transfer
- Marketing plan development and implementation
- Sales plan development and implementation
- New market communication
- Competition analysis and positioning
- Marketing communication development and implementation
- Representative and distributor account development and implementation
- Resource/capabilities assessment and development
- Personnel analysis, training, and development
- Business positioning



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Case Study:

Overview:

A multidivisional capital goods marketer and manufacturer came to Strategen for help with a turnaround, new product development, marketing, and reorganization situation.

Major Accomplishments:

- Completed a turnaround in one year.
- Successfully developed and marketed 38 new products, many of the products were patented and licensed.
- Penetrated Asian, European, and national markets with a focused target market strategy.
- Nearly doubled product gross margins.
- Weeded out unprofitable, old technology products.
- Developed Empowered Project Teams to improve customer service and project performance.
- Negotiated product license, cross-license, and distribution agreements with German, Italian, Belgian, and Japanese manufacturers.
- More than tripled sales volume over a 5-year period.

STRATEGEN

For more case studies please visit our website at www.Strategen1.com.