



Advertising

- 2 page Military Today
- copy by Seth Byron
- full page spread Shipping Week
- flight 8x Washington Technology
- 1/2 page monthly

Seminars

- Venues**
 - Washington DC
 - Dallas
 - Des Moines
 - San Diego
 - Toledo
- Speakers**
 - Dr. AI Northstar Bio - reactivity
 - Dr. Anna James Deploying Sensors for Competitive Advantage
- Budget**
 - Attach budget

Communications

Marketing Analysis and Plan

Current Situation

SWOT

- Current Sales** \$12,507,447 14% Growth
- Revenue Target** \$19,500,000 40% Growth
- Competitors**
 - RAD Innovations
 - AdvantAge
 - GTON Development
- Strengths**
 - system integration
 - thumbs up new product
 - good high level relationships
 - customer references
 - thumbs up government contracts
 - research dominance
 - ease of use
 - excellent user acceptance
 - global distribution
- Weaknesses**
 - lack of sensor technology
 - budget
 - customer care
 - messaging alternate product uses
 - messaging focused on features instead of benefits
 - sales coverage in >1 billion market
- Opportunities**
 - expand to all users in organization
 - green flag sell into security team
 - vertical connectivity
 - consulting partnerships
- Threats**
 - Supplier shortage
 - red flag cost of steel
 - Imports

1 Messaging

Strategic

- ROI
- Competitive Advantage
- Productivity

Tactical

- Safety
- Process Improvement
- Time savings

Need to Agree With E Team

Target Markets

- Security
- Government
- Industrial Chemicals