FUNCTIONAL FLUIDS BUSINESS GROUP

1971 OBJECTIVES

I. PROFIT

A. In spite of continuing Aroclor pollution threat to customer sales, achieve worldwide sales and operating income budget.

B. Manage total cost of goods such that total domestic and U.S. export gross profit exceeds 38%.

C. Improve total Aviation Products ROI to at least 5% and maintain Skydrol ROI at its 1970 level.

II. GROWTH

A. For short term growth, we will complete the following key projects:

- Phosphate Ester - gain complete customer acceptance and sell 200 M pounds.

- Diphenyl Ether - develop total product strategy, obtain management appropriation request approval and begin plan construction.

- Santomelt - gain customer acceptance, sell $300 M, complete formamide manufacturing process study and develop total product strategy.

- Synthetic Hydrocarbon - identify market opportunity affording viable business within maximum 3 years, complete product strategy, sell $100 M.

- Encapsulants - Finalize 3 - 5 year agreement with NCR for MIPB, complete and obtain approval on long term manufacturing strategy.

- Identify and gain internal acceptance on two new product opportunities based on new family tree.

- Finalize and gain customer acceptance for one new dielectric fluid for the electrical industry.

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