SPECIALTY PRODUCTS MARKETING

1972 OBJECTIVES

1. Exceed worldwide sales budget of $55.34M by at least 2% ($1.1M).

2. Increase gross profit by $400M over budget through higher than budgeted net sales prices.

3. The total marketing function will be accomplished within 95% of budgeted controllable expense while maximizing our contribution to the total business group objectives.

4. Give highest priority to the implementation of the PCB/PCT action plan as approved and as may be motified by the Managing Director.

5. Devote necessary time and talent within the organization and with customers to assure success of other key programs in the following order of priority:

   a. EVCl
   b. Santosol 100 (NCR)
   c. Santorez
   d. BP/TP Products (Dye Carrier, Encapsulants, MCS 1109, etc.)
   e. Total Sizing Strategy
   f. New Dielectrics

6. Build a more effective team through emphasis on:

   a. proper allocation of people and talent to priority products, while maintaining profitable existing products/customers,

   b. effective organization, being alert to organizational adjustments and,

   c. reward for performance to objectives.

7. Accomplish all major 1972 goals for each of the product groups (worldwide) as presented in the 1972 Marketing Plans.

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