Monsanto

FROM (NAME & LOCATION) RICHARD DAVIS - ST. LOUIS

DATE : MAY 8, 1970 cc: M. F. BABER

SUBJECT : ELECTRICAL INDUSTRY VENTURE

REFERENCE :

TO : H. S. BERGEN

Mike Baber is doing an excellent job of examining the electrical industry to define its size, character, and needs; to identify possible business opportunities for the fluids group; and ultimately to develop a Business Plan defining what we can be doing in 1975-80 and how we can get there. This is the kind of development work we need to change the direction and rate of growth of each of our market groups.

Mike has drafted notes on the capacitor portion of the industry and I have attached a copy for your information. Though it is intended to serve only as notes for later use, I believe it gives us a new refreshing understanding of both the commercial and technical aspects of this changing market...and identifies some interesting possible opportunities in context with an understanding of the industry as a whole.

Mike is writing similar notes on the transformer business and will also get into areas less familiar to us, for example cables.

I am confident that by the August target date we will have the information we need to make intelligent business decisions about what our long term posture should be in serving the electrical industry.

R. Davis

RICHARD DAVIS

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