Monsanto

FROM (NAME & LOCATION) J. J. Zeman - B2SK

DATE : February 3, 1976 CC:

SUBJECT : Dielectrics Business Plan

REFERENCE :

TO : R. G. Potter

Enclosed is the business plan for the replacement of PCBs in dielectric fluids. The basis of the plan is to develop Monsanto compounds which satisfy our customers' needs and protect our existing market position and profitability, if possible.

The timing of the plan changed from an initial goal of phasing out at the earliest feasible time to the present goal of phasing out in a planned and orderly manner. The plan is designed in such a fashion that it provides for a stair-step approach to go/no-go decision points for all facets of the capacitor and transformer dielectric businesses.

This document is also a working document and it is by no means intended to be in its final version. It is so constructed that as things change, the plan can be easily updated and still provide the basic control needed.

The key components of the plan are the strategic summary; the capacitor U.S.-, the capacitor Europe-, and the transformer worldwide - tactical approaches; and the potential problem analysis. All of the planning within this document is based on these items.

Each involved department should take this plan and prepare their own individual detailed work plans. The dielectric business plan is the instrument which provides the overall direction for this program.

J. J. Zeman

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Enclosure

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