

MasterX

Case Study Feedback

Overall Target 2013 – €5 Million

Sales Manager Target – €3.9 Million

Increase in Sales V 2012 – 400K (Sales Manager)

Peak Sales Q1 + Q2 60% - Q 3 & 4 40%

Individual Goals

1 - Sales Target – Increase €400K – Also have a minimum margin agreed

- Target Q €1 1.1M Q2 €1.1M Q3 €900k Q4 €800k
- Retention of Existing Customers
- Debtor Management
- Sales Pipelines in Emerging Markets

2. - New Agency Agreements

- Emerging Markets - 3 (South America, China, USA)
- Europe – Hold Sales at Existing Levels – 1 New Agency

3. - Trade Shows – 4 Per Annum

- Identify potential new customers to Invite to Trade Shows (both Existing & Emerging markets)
- Set Targets around Conversion rates from Invites – to Attending Trade Show – To Actual Sales

4. - Promoting Company Web Site – Increase traffic by 100%

- Through Social Media – Linked In
- Blogs
- Articles in Specialist Press

5 – Develop strategies to Promote Brand Awareness

- New Products
- Developments in Tier 1 Market

- Cost objectives for delivering Sales & Marketing Plan

Development Objectives

- Training of Electronic engineers for continued development of product
- Develop Regional Sales Team – With Language skills in Specialist Markets
- Europe – China – South America
- Succession Planning
- Enter into Licensing agreements with Regional Partners – Reduce cost of Production
- Production Facilities to Meet projected growth Targets
- New Management Team – Should have a Finance input
- Look for Sales opportunities in Middle East & India

Threats/ Challenges for Business

- Doing Business in Multi Lingual Markets
Currency – Marketing – Sales – Getting Paid
- Lack of Technical Expertise in IRL
- Threat of Competition in Emerging Markets – Similar product at a Lower Standard
- Trade Barriers
- Supervision of local partners in outsourced production
- Cost of Production / Investment to get to 10M in sales
- Cash Flow