

Improving Your Bottom Line Results

Lambda-Technologies, LLC
Product & Business Development



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Experience delivers results. Here are some thoughts on the process of building a plan toward success.

How can we help you improve your bottom line results?

Call 216-403-3073 so we can discuss.

Regards,

Solutions Provided:

Restructure & Focus
Marketing/Sales department.

New Product / Service
Development

Operations Management
corrective action.

Management Contractor For:

Business unit size up to \$150-
Million in sales

Custom / Niche Markets with
Technical Product / Services

Aerospace, Industrial,

From the thoughts and ideas file

Plan The Flight, Fly The Plan

Like any true “simple solution” the secret to success in business requires lots of Management Planning, Unwavering Execution, and Focus on the Goal.

Planning in business is like planning for flying an airplane. Plot a direction for where you want to end up, and what route you will take. Once you make your way to the runway, you are executing the plan. Mother nature, traffic, or other dynamic forces can have an impact on how we execute the plan. However, the changes being made are directed toward successfully reaching the goal.

In business, miss the planning stage or cut it short and dynamic market forces or changes in customer needs will cause a “big smoky hole” in your Profit & Loss or Balance Sheet. Why? A wandering business with no plan has no end game, no clear direction to a goal, and will burn vast sums of time and money in execution.

The formula to help us develop a plan, keep an eye on the goal, and guide execution is a simple MOST MATR: **M**ission, **O**bjective, **S**trategy, **T**actic; **M**arket, **A**pplication, **T**arget, **R**eturn.

MOST

Mission what is the big thing we want to accomplish.

Objective a measurable statement of purpose is followed with a

Strategy the overall view of how to achieve the Objective. Each Strategy has a group of

Tactics which are the specific “To Do’s” that need to be completed.

Included in Tactics are the performance metrics, deadlines, assignments, cost, and deliverables.

MATR

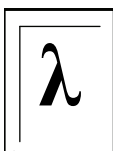
Market takes us to the general SIC or NAISC classification where the product or service we offer will find an

Application which is, what measurable and specific thing does our product or service do for the customer.

Target customers are those specific entities and people by name, address, phone number, etc. Whose door are we going to knock on where our product or service will solve a problem.

Return on investment is why we go through this exercise. What are the expectations for making money from going to the target customer who has an application for our product or service.

The “simple solution” is plan your business, work your business plan, and focus on the goal, but stay nimble enough for changes to the market or your customer.



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