



Strategic Marketing Plan Outline

Situation Appraisal and Objectives

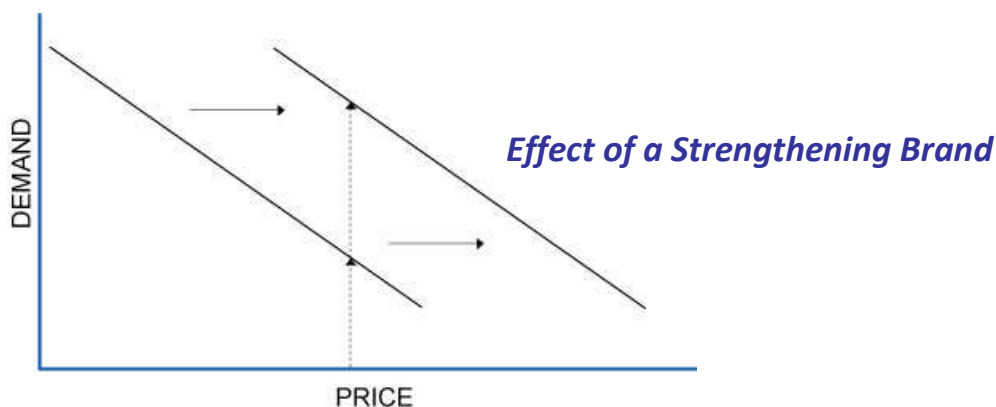
The Company wishes to develop a formal strategic marketing plan as it takes a more sophisticated and coordinated approach to its business. Brian Foley Associates can help facilitate this objective while drawing on an extensive knowledge of the general aviation marketplace.

Expression of Value

With a formalized marketing plan, benefits begin by effectively focusing finite promotional efforts and resources. Further efficiencies are gained by targeting the right audience with the right message through the most effective marketing channels. A master plan synchronizes the efforts of the organization and allows The Company to be more competitive than other providers without a plan. Most importantly it is ultimately developed to increase sales.

While this project is intended to develop a formal marketing plan and is not a branding exercise, certain branding elements will emerge during the process which can later be utilized in developing a full-scale identity. Effective branding adds differentiation and value to the product, which reinforces margins and profitability.

Many aviation businesses can be perceived as a commodity product or service. Without a brand identity, a prospect will look no further than the lowest rate which is deadly on profits and margins. When marketing effectively establishes the product brand, then price is just one of the differentiating factors.



Program

Situation Analysis

The strategic marketing process begins with the Situation Analysis which sets the stage by characterizing the overall environment including:

- General Environment/Market Situation
- General Company Situation
- General Customer Situation
- General Competitive Situation

Service/Product Overview

To bring things into perspective, we'll recap and describe the products and services offered by The Company.

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

The SWOT process is used to fully understand the attributes, shortcomings, potential and possible downside of The Company's products and services. This process is repeated for the top 2-3 competitors.

Customer Profile Analysis

We'll identify who the sales influencers are for typical The Company's clients, and characterize their interests, backgrounds, fears, motivations, etc. Ultimately this will give guidance to the marketing effort – who to target and with what message.

Goals and Objectives

Before developing marketing tactics, we'll help to quantitatively define sales goals and objectives.

Marketing Tactics

Specific marketing channels will be identified that target client sales influencers. These channels will be used to communicate product benefits and how it addresses their needs. Tactics will be coordinated to consistently communicate the same message. A combination of tactics will be chosen and prioritized on an appropriate scale to meet the sales goals and objectives.

Summary

A final report will be delivered which includes the findings of each step, along with personalized recommendations by Brian Foley Associates. This becomes the marketing "playbook" and provides the background for consistent and effective communications. It can be handed off to an advertising agency, the sales force or others responsible for tactics execution.

In the future, The Company may wish to engage Brian Foley Associates in Phase II of this project to execute certain marketing initiatives and/or to move forward with a formal branding initiative.

Experience

Brian Foley Associates (BRiFO) are recognized thought leaders and management advisors to the general aviation industry. Primary practice areas include industry analysis and forecasting, market research, strategic planning, new product evaluation and transaction support. The firm was formed in 2006 by industry veteran Brian Foley, a former executive at a major business jet manufacturer for over 20 years.

His career began at the Boeing Company in both engineering and marketing capacities for the commercial aircraft division. He's an instrument rated pilot and Toastmasters International Competent Communicator. Memberships include the Wings Club, Wichita Aero Club, Toastmasters, Transportation Research Board, New Jersey Aviation Association and National Business Aviation Association. In addition to trade publications, his thoughts and views have been quoted in the Wall Street Journal, Financial Times, BusinessWeek, Barron's, USA TODAY, TIME Magazine, Reuters, Chicago Tribune, Boston Globe and NY Times.

Mr. Foley holds a dual degree in mechanical and aerospace engineering from Syracuse University, as well as an MBA in Marketing from Seattle University. Being available to serve on company boards, he recently completed a Wharton executive education program on corporate governance.

Mr. Foley will personally conduct The Company's marketing engagement.

Deliverables

A 1-2 day onsite meeting with The Company will be facilitated by Brian Foley Associates. The complete summary of the effort with recommendations will be contained in a written report of at least 20 pages delivered within 14 calendar days of the kick-off meeting at The Company's location. It becomes the primary reference and nucleus of The Company's future marketing initiatives.

Joint Accountabilities

The Company will be responsible for making key employees available, informing them of the project and providing a private area to conduct meetings; for adhering to the payment schedules; and for coordinating work flow and priorities to allow the project to meet its time frames.

We are responsible for preparing for and conducting the elements called for in this proposal; we will sign all appropriate nondisclosure documents; we will ensure minimal disruption in work procedures and adhere to all schedules; we will immediately inform you of any peripheral issues that emerge that we think merit management's attention.

Terms and Conditions

Fee:

A fixed project fee with 50% due at contract signature, balance upon written report delivery.

Expenses:

Reasonable expenses are reimbursable and include such things as full coach airfare, car rental, taxi, personal car mileage at allowable IRS rates, hotel, meals, tolls, parking and tips. Should additional out-of-pocket expenses be required a supplemental estimate will be forwarded for approval prior to incurring the expense.