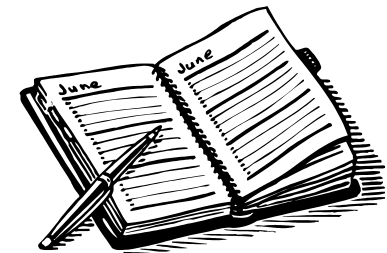


Magnificent Year Plan

company
shortcuts

1. Rewarding Financials
2. Customer Focus
3. World Class Sales
4. Smooth Operations
5. Marketing



Gross Profit Margin	
Overheads	
Operating Profit – target	
Unprotected Debts	
Debtor and Creditor Days	

- Monthly Reporting



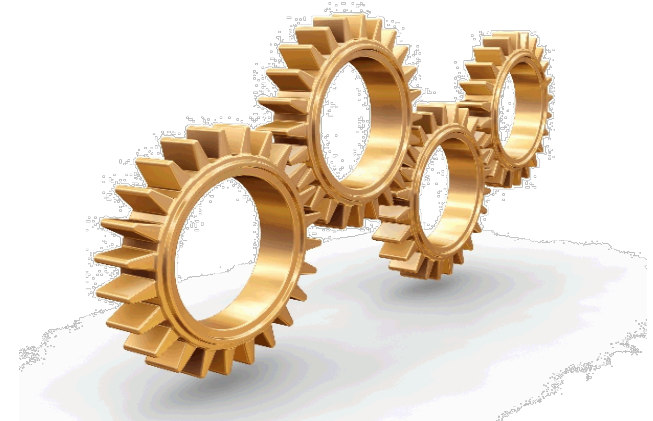
- Full support for the sales function 24-48 hour response.
- Continual Process Improvement and proactive management of the sales support function.
- Salesforce to be key function for customer data shared centralised project implementation plans...
- Client services skills (all departments) fully transferable by year end 2010. Success = real holiday breaks
- C/S and account managers to visit appointments with client manager for follow up sales growth target.



- Achievement of monthly sales targets and profit
- XYZ new accounts per month
- Growth focus in
- Product pipeline sales cumulative 70%+ at 1 million per sales person
- Minimum overall contribution margin at ? %



- Constant review of IT and Telecommunications staying ahead of market trend
- Implementations perfect process at 100%
- Client satisfaction survey for whole client base 2 x per year
- To manage and retain a risk assessment
- Ongoing Training opportunities
- Nigel shadow in place, accountable...
- Encourage internal culture and reinforcement of ground rules



- New brands:
 - AA
 - BB
 - CC
- Data control
- Service (internal & external)
- Room Operating Solutions

What's our Operating Profit Target

company
shortcuts

Where we should be @ May 31	£ k
Where we are @ May 31	£ k
Over budget by	£ k
Left to achieve	£ k
That's an average of	£ k per month

