



SHAIRON **I**NT'L. **T**RADE CO. SM

• GAMES • TRADE • INVENTIONS

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BUSINESS FOR SALE!

28" MIDGET HOIST™

Universal Vehicles Parts Puller

Replaces 15 Parts by one (1) Man Without Lifting the Vehicle!

MARKETING PLAN

Note: This is an example of a plan, and does not suggest revenue/sales prediction.

According to Sections 9, 14, 15, the following revenue may be achieved in reasonable time: **\$50,000 + \$1,875,000+ \$687,000= \$2,612,000** NET before marketing expenses.

1. Re-designing the brochure and printing it in four colors.
2. Sending a new press release, announcing the acquisition of the 28" Midget Hoist manufacturing.
3. Placing an ad in the new government product magazine and one pre-selected truck magazine.
4. Contacting high-level UPS personnel to move for a sales presentation.
5. Immediately contacting anyone on my mailing list.
6. Reducing the price to \$999.
7. Exhibition in 2-3 Trade Shows.
8. Giving a hoist to one company in lieu of allowing making a video tape.
9. Presenting a video tape (DVD?) in trade shows. Obviously, people will gather to watch by groups! At this point, sales may be 75 - 150 units. Maybe 100.
100 X \$500= \$50,000
10. After selling about 18 units, applying for a "New Product Introductory" program with the US GSA (General Service Administration) for total exposure of the hoist top the entire governmental agencies.

11. Soon as sales increases: Making the hoist in China and reducing the price to either \$799 or \$849.
12. Requesting a list of stations from the U.S. Defense and sending brochures to all US installations along with the three written recommendations from the US agencies.
13. After increase of sales with the US Defense, requesting a contract.
14. Participation in the "FRUNKFURTE" trade show in Frankfurt, Germany, to hire international dealers, and to make sales.

25 INTERNATIONAL DEALERS X 500 hoists (to begin with) X \$150= **\$1,875,000**

15. Possible of hiring U.S. dealers in every state. 50 dealers X 50 hoist= 2500 hoists.
2500 X \$\$275 (500 - 225) = \$687,000 NET.

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