



Maximize Your Vision

Control The Execution



What is your vision for the future of your enterprise? A new business? Lean operations? A new strategy for driving sales? A financing program?

You probably know you need a "game plan," which specifies your broad objectives, how you will fund them and the effort needed to achieve them.

You will also need criteria for qualifying the plan. Because you need to get it right, and you probably won't get many second chances. Analyze the 12 critical success factors that can make or break your vision (see diagram at right). *It's much easier if you build your plan from the bottom up.*

With Chesapeake Bay Associates, you'll receive a written plan that is thoroughly researched and completely qualified. Our service includes:

- Our Operating Procedure for analyzing the 12 critical success factors.
- The breakdown: 88 research questions.
- Market research for inclusion in your plan.
- Industry financial analyses for reference.
- Brainstorming, data analysis, and breakthrough strategies.
- We will write the plan. It will be delivered to you within 3 weeks.

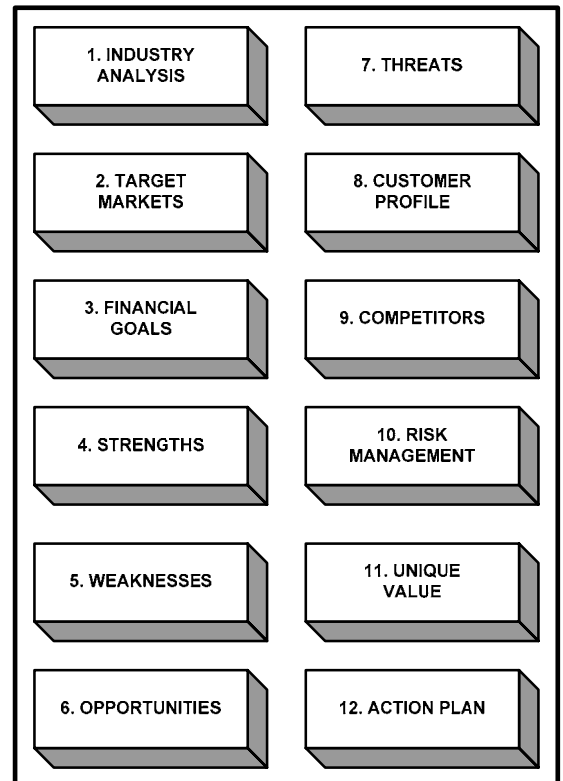
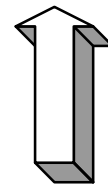
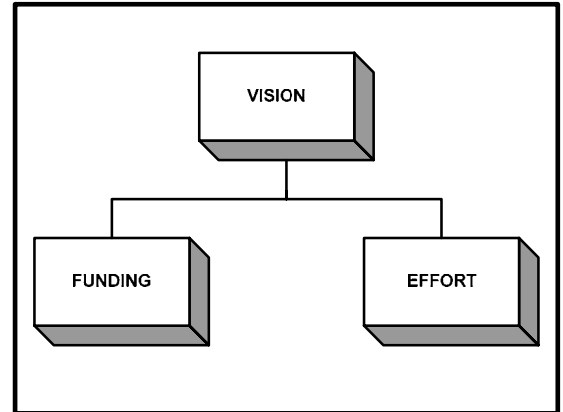
With the qualified game plan you can:

- Create more time for the other important things you have to do.
- Delegate to the "right persons" for the job.
- Control what needs to be done and when it has to be accomplished.
- Measure the results of your efforts.
- Spend no more than absolutely necessary.

You can be sure that your team is pulling in the same direction and your goals are being accomplished.

Realize your vision with authority. It isn't expensive. Call or contact Chesapeake Bay Associates today.

Or, visit us online: <http://www.cbay-online.net>.



CHESAPEAKE BAY ASSOCIATES, LLC
4033 ELLENDALE ROAD
DREXEL HILL, PA 10926

Since 1980

In Pennsylvania:
John J. Killeen, Partner
johnk@cbayassoc.com
(484) 431-6574

In Vermont:
Walter C. Shoup, Partner
wshoup@cbayassoc.com
(802) 764-5983

WWW.CBAY-ONLINE.NET

THE DIFFERENCE IS NIGHT AND DAY

