

<b>Our Purpose</b>	To provide the North American home owner with sustainable renovation solutions.
<b>Our Vision</b>	To provide our customers with a high quality experience at a reasonable price.
<b>Our Mission</b>	A recognised leader in construction projects across North America while striving to provide the highest value to our shareholders, clients, and

<b>Our Success Criteria</b> <ol style="list-style-type: none"> <li>1 Gross Margin Of 42% Of Revenue Needed To Be Profitable</li> <li>2 Keep Operational Expenses Less Than 39% Of Gross Revenue</li> <li>3 Debtor Days at 14, Creditor Days at 21, Stock Days at 3 or lower</li> <li>4 Revenue Via Price and Volume</li> </ol>	<b>Our Sandbox</b> <p>The business operates across 2 industries: Concrete Contractors at a 46BN annual revenue with a historic growth of 5.9% and Home builders at an annual revenue of \$79BN with a historic growth rate of 9.2%</p> <p><b>Our Brand Promise</b></p> <p>Easy to get along with, on time, on promise, with good quality workmanship at a reasonable price.</p>	<b>Our Unique Selling Proposition</b> <p>We are working on a process to create a USP of "On time, on budge of its free". However we are still need to Change a number of internal process to be able to meet this USP. Currently our USP is "The People You Can Trust".</p>
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<b>Top 3 Strengths</b> <ol style="list-style-type: none"> <li>1 Strong Relationships With The Local Community</li> <li>2 Job Costing System Which Provides Accurate Break Even Points</li> <li>3 Key People Have Been In The Industry For Long Time</li> </ol>	<b>Top 3 Weaknesses</b> <ol style="list-style-type: none"> <li>1 Pricing Strategy At A Discounted Rate Is Below Cost</li> <li>2 Older Machinery And Need To Invest In New Equipment</li> <li>3 Loss Of Key Person Is An Ongoing Weakness</li> </ol>
<b>Top 3 Opportunities</b> <ol style="list-style-type: none"> <li>1 Mining Industry Heating Up (Certain Segments). Increased Profits</li> <li>2 Large Estate Approval Means New Construction Work</li> <li>3 Move Into the Domestic Market (Retaining Walls)</li> </ol>	<b>Top 3 Threats</b> <ol style="list-style-type: none"> <li>1 Bank Concerned With Past Negative Cash Flow Situation</li> <li>2 Government Budget Cuts May Affect Footpath Work</li> <li>3 New Competitor - Just Concreting - Has Cut Into Our Work</li> </ol>

<b>Targets</b>	<b>5 Year</b>		<b>3 Year</b>		<b>1 Year</b>	
Revenue	2,451,236		2,320,330		2,192,668	
Gross Profit Margin%	31.58%		32.12%		32.94%	
Net Profit Before Tax	70,356	2.87%	67,664	2.92%	35,516	1.62%
Cash At Bank	559,219		421,295		223,696	

<b>Key Goals</b>	<ol style="list-style-type: none"> <li>1 Harry Scott To Sell Shares To Other Shareholders</li> <li>2 Potential New Shareholder And Expertise</li> <li>3 Expand the Business Into Canada</li> </ol>	<ol style="list-style-type: none"> <li>1 Purchase Of Competitor To Expand Operations and Revenue</li> <li>2 Hire A General Manager</li> </ol>	<ol style="list-style-type: none"> <li>1 Create New Client Contract With Deposit and Progress Payments</li> <li>2 Improve Cash At Bank To Be Greater Than \$100,000</li> <li>3 \$108,000 in Profits</li> </ol>
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#### Our Quarterly Priority Strategies for the next 12 months

<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<ul style="list-style-type: none"> <li>* Increase Quality Of Marketing Material</li> </ul>	<ul style="list-style-type: none"> <li>* New Marketing Person</li> </ul>	<ul style="list-style-type: none"> <li>* Review pricing, margins, product lines,</li> <li>* 55 Day Interest Free Credit Card</li> <li>* Improve Net Variable Cash Flow</li> <li>* Advertise In Industry Newsletter</li> <li>* Finalise Client 'Proformer' Contracts</li> <li>* Marketing Person To Gain More Housing</li> </ul>	<ul style="list-style-type: none"> <li>* Change / Improve Team So They Can And</li> <li>* Market Retaining Walls To New Estates</li> <li>* Sell New Product Line - Cement Retaining</li> <li>* Gain Deposits From New Client</li> <li>* Training For Sales People</li> <li>* Increase House Foundation Value From</li> </ul>