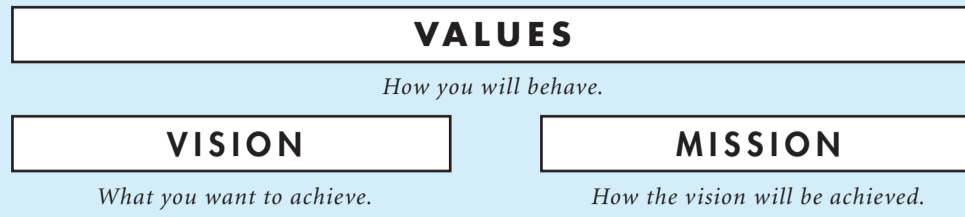


THE FOUNDATION FOR SUCCESSFUL MARKETING COMMUNICATION

INTEGRATED COMMUNICATION CONCEPT



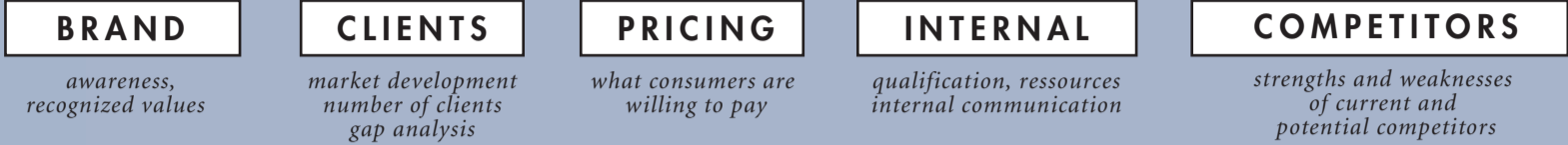
THE SOUL

Living the Values, Vision and Mission will secure long term success and is a competitive advantage.

MARKETING / SALES

ANALYSIS

SWOT: Strengths, Weakness, Opportunities, Threats



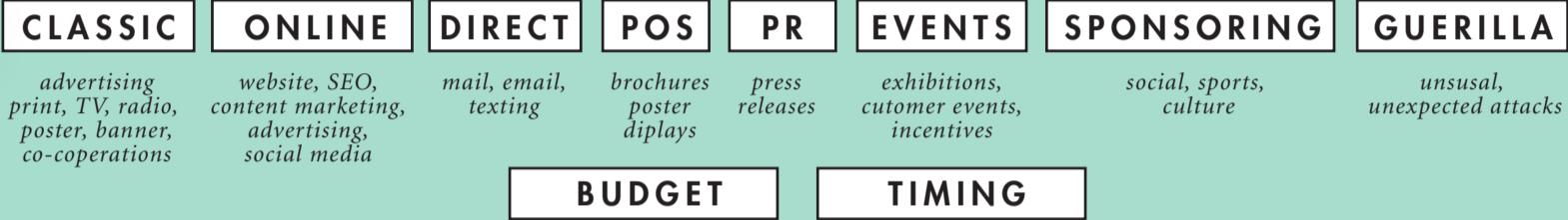
STRATEGY

Optimizing, Change, Attack, Guerilla warfare



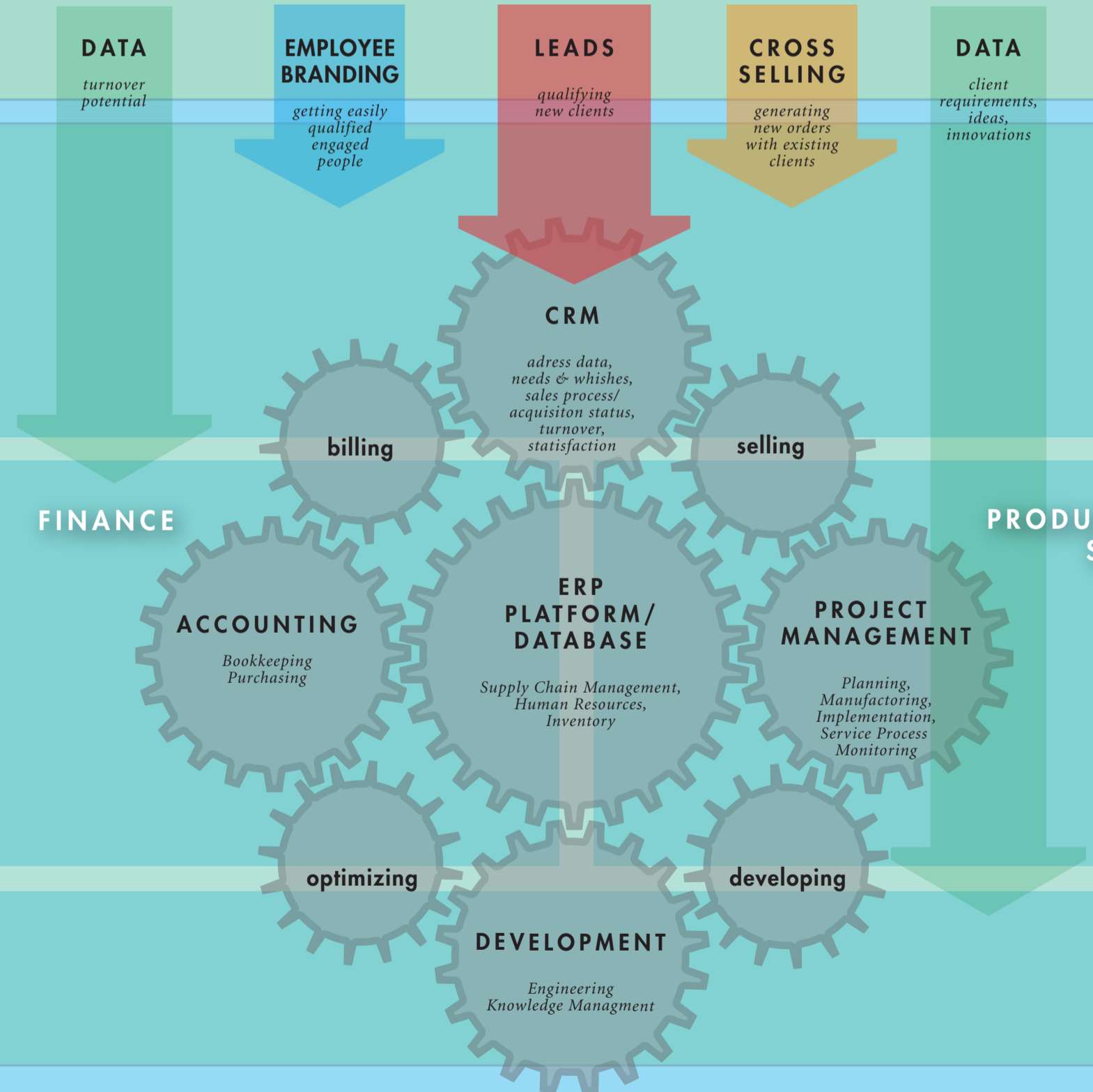
ACTION PLAN

Detailing, Calculation
Timing



EVALUATION

Control, Feedback,
Optimizing



RESEARCH & DEVELOPMENT