

Colorado Garden Window Company (Sample Plan)

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Consolidated Plan



vision

Within the next 3 years grow Colorado Garden Window Company into a \$40 million national home products company specializing in manufacturing and distributing custom and replacement garden windows and skylights to baby-boomers and home re-modelers.



mission

Bringing You Light, Air & the Beauty of Nature!



objectives

- Achieve gross sales of \$26 Million.
- Earn pre-tax profits of \$5.4 Million.
- Target Cost of Goods Sold at 38 % of sales.
- Reduce inventory levels to 3.3 months on hand by August 31st.
- Grow Garden Window Division at 8% per year & achieve \$5.3M this year.
- Expand skylight/custom window product lines; grow sales to \$7.5 million this year.
- Implement profit improvement programs & reduce product costs to 38%.
- Achieve 98% on time delivery with 98% order accuracy by 1st quarter.



strategies

- Build Colorado Garden Window Co. into a nationally recognized brand- name.
- Focus on new upscale home developments and baby-boomer remodeling trends.
- Attract new customers thru targeted print ads, promotions w/ Home Depot & Loew's.
- Grow custom window div. w/ aggressive marketing to contractors/Lg Home builders.
- Become vendor-of-choice by maintaining a constant inventory of standard window sizes.
- Control quality processes by manufacturing in-house, reducing # of vendors, "QC double-check"
- Increase capacity & manufacturing efficiency by actively reducing duplicate prods, systemization.
- Centralize distribution into one location; reducing costs & improving service.
- Hire/Train/Retain best workforce w/ "great place to work" program, generous benefits pkg + extras.



action plans

- Introduce new scenic Garden Window at S.F. products show 3/15.
- Roll out new package design beginning 3/31/04.
- Expand Sales Dept. to focus on Signature Homes in Denver and Provo by 4/1.
- Introduce inventory reduction program company-wide by 5/1.
- Fully implement new MRP software to achieve inventory reduction by 7/1/04.
- Complete skylight product rationalization program by 8/15/04.
- Research, design and roll out re-designed employee benefit program by 10/1.
- Complete product distribution consolidation project by 11/15/04.