

Sierra Manufacturing Corporate Strategy

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MANUFACTURING

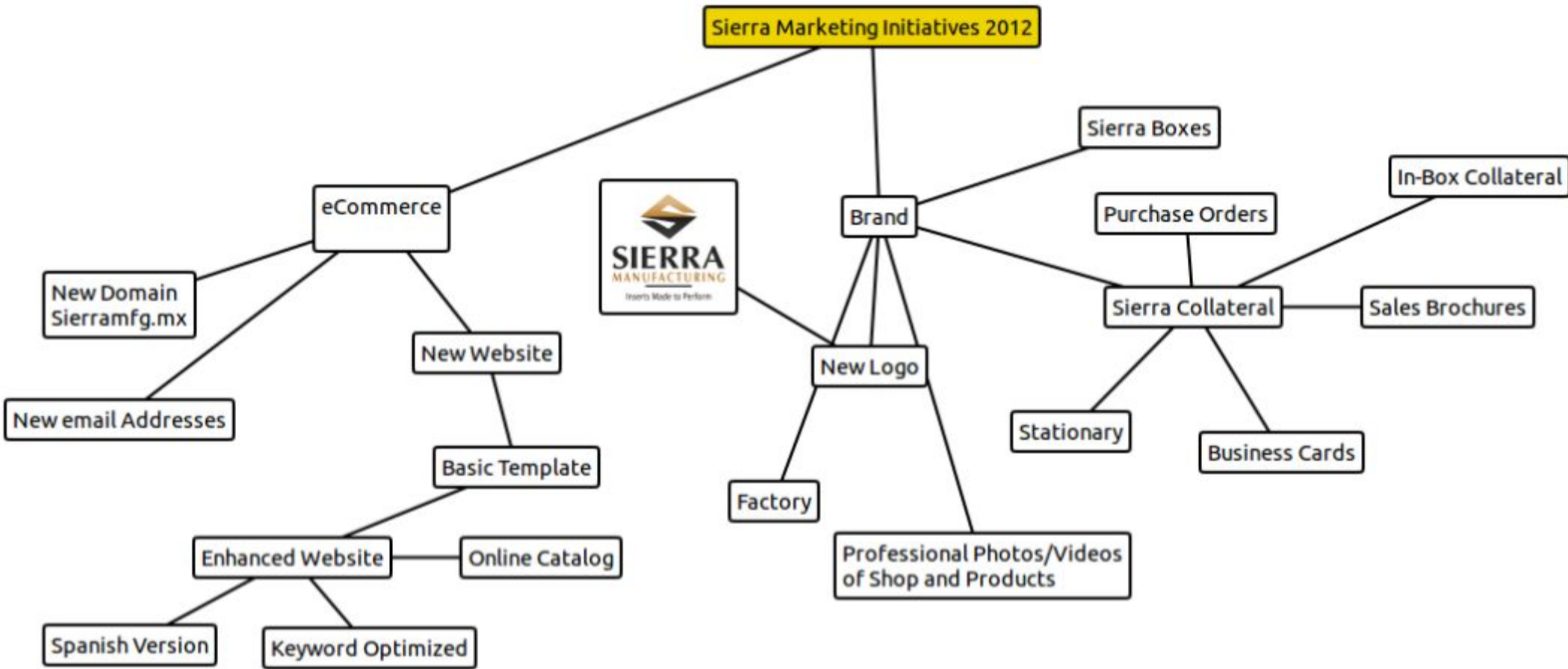
Inserts Made to Perform

2012

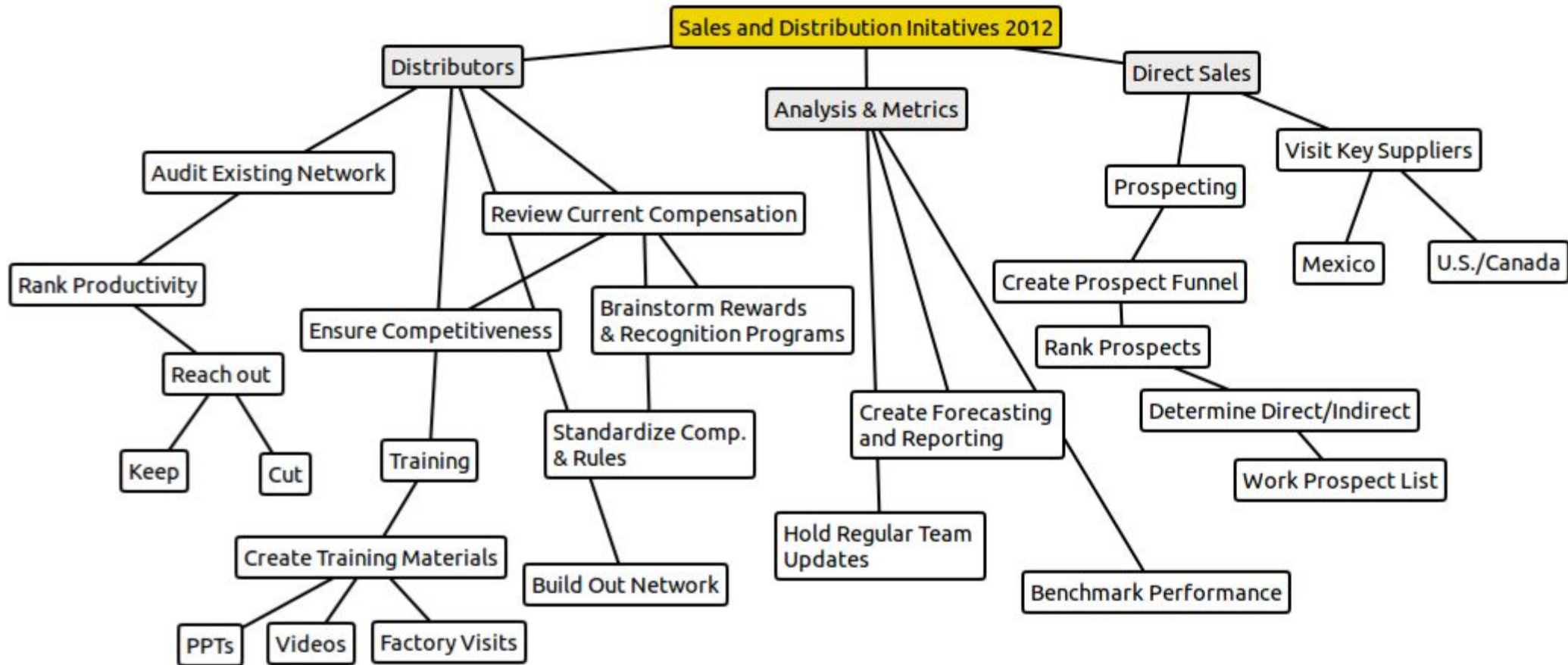
2012 OBJECTIVES

	Goal	Success Metric(s)
Marketing	Brand Sierra Manufacturing as <u>the</u> go-to boutique carbide and ceramic manufacturing firm for specials and regrinds.	1. Increased Website Visits 2. Increased Inquiries 3. Increase Orders from New and Existing Customers
Sales and Distribution	Grow Direct and Indirect sales and distribution channels.	1. Revenue > \$1MM 2. 3 New Indirect Distributors 3. 5 New Direct Clients 4. 10% Increase in Business with Current Clients
Operations	Streamline current policies, procedures, reporting and controls in all aspects of the business.	1. Decrease Scrap 2. Improve Up-time 3. Increased Productivity
Finance & Accounting	Lower Y-O-Y tax burden, increase free cash-flow.	1. Decrease in YOY Tax Exposure by 50%. 2. Increase FCF 25%.
Human Resources	Revive and reinvigorate the "I love this place" culture of trust, mutual respect, energy and commitment to excellence.	1. Decreased Absence 2. Increased Productivity 3. Increase Employee Satisfaction

MARKETING



SALES & DISTRIBUTION



OPERATIONS

FINANCE & ACCOUNTING

HUMAN RESOURCES