

ZXM Automation Consulting, Inc.

Allen Marcus, President

FY2017 Consolidated Plan



vision

Within the next five years build ZXM Automation into the premier west coast industrial process automation consulting company specializing in integration solutions. ZXM Automation revenues will grow from \$10 million in 2016 to \$20 million by 2017 by expanding its role from a manufacturing representative company to a complete engineering field service and process solutions company.



mission

Helping you control your marketing, sales, service and distribution channels!



objectives

- Grow business 20% & achieve total sales revenues of \$12 million in 2017.
- Achieve profit before tax of \$1 million.
- Land at least 5 significant system projects at a minimum of \$250k each in 2017.
- Increase gross margin from 17% to 20%.
- Increase sales per employee from \$320,000 to \$375,000.
- Increase Engineering Services billable utilization from 50% to 70%.



strategies

- Sell total solutions not parts.
- Significantly increase valued added engineering & integration service capabilities.
- Expand geographically into So. Calif., Oregon/Washington, Nevada, Arizona, Alaska.
- Aggressively target niche markets in each geographic market.
- Expand thru selective acquisitions and/or strategic partnerships.
- Continually develop the discipline of profitability for ZXM & our clients.
- Attract/retain key employees by maximizing their creative, technical & business talents.
- Share growth & prosperity w/ employees through incentive & equity participation



action plans

- Critical Marketing Program: Visit all 25 base system clients in 2nd Q.
- Hire System Eng. by 4/30 and Sales Mgr. by 6/30.
- Implement Client Awareness & F2K Support Programs in 3rd Q.
- Complete UC Berkeley, Lipton, SAI projects successfully by 9/30.
- Implement F2K Demo website in 4th Q.
- Install new NT server by 3/31 & Unix server in 2nd Q.
- Implement Sales Automation Program and complete conference room demo in 3rd Q.
- Complete business practices, procedures & policy manual by 12/31.