



Industrial Marketing Inc.

Manufacturer's Representatives

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Vision and Mission

Present Situation

The business foundation is the credibility established within industrial distributor relationships through recognized technical expertise and excellence in full service to the satisfaction of the end user for over 23 years.

Dominant driving force in our business:

- Client Customer Base
- Marketing Expertise for Industrial Distributors
- Technical Expertise for Industrial Distributors and Users
- Technical and Marketing Expertise for Specialty Marketing and OEM accounts
- Representing High Quality Products produced by Select High Quality Principles

Company

BLUECHIP was founded in 1998 and is continuing to grow. **BLUECHIP** can best be described as currently being in the business of representing and marketing select high quality cutting tool & abrasive manufacturers. Currently our key strengths are the technical expertise in the cutting tool industry and our understanding and knowledge of the metal working users and distributors for our market area.

Management

Leading **BLUECHIP** Industrial Marketing, Inc. is Mark R. Hudak who also directs Field sales activities. Mark's 29 years of in-depth knowledge and expertise in the industrial metal working environment, combined with his professional salesmanship, will assure customer satisfaction for both Distributors and End Users.

Guidance in general business functions, finance, customer relations, and marketing are provided by Fred Deaner. Janet M. Hudak directs the office administrative, data/information-processing functions.

The business management functions of finance and accounting are the responsibility of the CPA firm of Brockman, Coats, Gedelian & Co. The management-consulting firm of Deaner, Lotz & Associates is providing the guidance in general business functions such as human resources, data/information processing and other management issues.

The management team is in place, however, expansion is anticipated by the addition of another outside sales person for the field to complete our team by year-end, 2005.

Services

The focus of **BLUECHIP'S** business is to represent a limited group of select, high quality, cutting tool & abrasive manufacturers. **BLUECHIP** will represent manufacturers in the industrial metal working arena who have products displaying potential manufacturing advantages for end users. **BLUECHIP** will pursue a strategy that may include not only the cutting tool & abrasive manufacturers but also the leading edge tool holding systems manufacturers.

Market Environment

The industrial distribution marketplace has gone through significant changes in recent years. The dynamics of the marketing strategy have changed dramatically resulting in changes in the traditional procurement of Industrial Supplies. The most proactive organizations in the marketing and distribution chain will prosper in the future. They will be the companies employing the leading edge manufacturing and distribution techniques. Product knowledge, quality and service will be the hallmarks of those recognized as the leaders in the industry. We are now recognized as a leader in the industry.

Pricing and Profitability

BLUECHIP'S pricing philosophy is to work within the pricing guidelines of the principles. **BLUECHIP** will remain committed to the profit interests of both the principles and customers demonstrating the ability to bring pricing issues to mutual agreement.

Customers

BLUECHIP will support a group of select cutting tool specialists and industrial supply distributors that will best realize each markets greatest potential.

Territory

We are manufacturer's representatives, with offices in Stow Ohio, covering territories, which include:

- Ohio
- Western Pennsylvania
- Western New York State

Vision and Mission

BLUECHIP is perceived by the industrial distributors as their first choice to obtain reliable and accurate product knowledge and specifications for their customers in machine application and cutting tool requirements.

BLUECHIP is perceived by our principles as a leading manufacturers representative agency with complete technical expertise in their product line providing them the best marketing, sales and technical advantages.

Customers the (*users*) perceive **BLUECHIP** as a Manufacturers Representative Agency providing products that consistently satisfy their manufacturing needs, productivity gains and quality concerns.

Future dominant driving forces in our business:

- Sales and Market Growth
- New products developed for advancements in manufacturing capabilities
- Educating industrial distributors in marketing and selling of existing products, new product advancements and current trends in the industry

Vision

BLUECHIP is recognized as a reliable and reputable asset to the industrial cutting tool community. We earn our respect and reputation through customer satisfaction.

Mission Statement

BLUECHIP'S success and that of our principles and customers shall be built upon the commitment to a code of ethics focused on truth, accuracy and fairness.