Current Situation

1.2% revenue growth this year

Improved distribution channels

New Internet presence

54 books on CD

Company Goals

Industry leadership

Increase market share

Customer communication

Sustainable growth

Company Performance Goals

Classic performance reproductions

Re-master 20 rock classics

Release 5 new compilation DVD editions

Add 2 new sales categories

Expansion Potential

Secondary advertising avenues

Emerging markets

Social media

Direct marketing