

Date _____

<p style="text-align: center;">CONFIDENTIAL QUESTIONNAIRE FOR BUSINESS DEVELOPMENT REVIEW AT AMT</p>

AMT wants to be prepared to serve you to the best of our abilities during your visit to McLean. *The following questions need to be completed and sent to the attention of Jeff Traver, Business Development Department, by mail or e-mail (jtraver@amtonline.org) no later than three weeks in advance of your visit.* (Please type or print)

1. Your Name: _____
Title: _____
Company: _____
Telephone: _____
Fax: _____
E-Mail: _____
2. Please provide the following information and attach it to this questionnaire:
 - a. Do you presently have a Business/Strategic Plan for your company? _____
 - b. If yes,
 - i. How do you go about developing your Business/Strategic Plan?
 - ii. Please provide a copy of your present Business/Strategic Plan (an executive summary and the complete plan, if any)
 - iii. Copy of your Operations' Plan (if any)
 - iv. Copy of your Product Development/Engineering Plan (if any)
 - v. Copy of your Marketing/Sales Plan (if any)
 - c. If no,
 - i. How do you feel the company gets its direction?
3. What do you believe differentiates your business from your competitors'?
4. What do you believe are your company's 3 key strengths that your competitors do not have?
5. What do you believe are your 3 key weaknesses that need to be overcome to make you more successful?

6. What do you believe your customers say about you? How do you monitor customers' perceptions?
7. What do you believe your suppliers say about you? How do you monitor your suppliers' perceptions?
8. What do you believe your competitors say about you? How do you gather "competitors' intelligence"?
9. What do you believe your employees say about your company?
10. What are your short, medium and long term objectives for your company (please outline revenue, profitability and market share objectives)?
11. What Product(s) will we be discussing:

12. What is your domestic (USA) competitive position?
13. How comfortable / satisfied are you with your domestic marketing strategy?
14. List those countries in which you are particularly interested to learn whether or not there is a market for your products. List countries in order of priority.

Interested in these countries:

Are you ***Currently marketing*** in these countries?

1. _____

☐ Yes

☐ No

2. _____

☐ Yes

☐ No

3. _____

☐ Yes

☐ No

4. _____

☐ Yes

☐ No

List other countries in which you are currently marketing your products:

15. Do you have any sales/distribution channels already established in ***any of the countries listed in question 14?***

☐ Yes

☐ No

If yes, answer the following:

Country	Sell Direct	Sell Thru Distributor	Sell Thru Representative
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How do you perform ***after sales service in any of the countries***, listed in question 3 or 4, in which you are ***currently selling your product?***

17. Do you have any strategic alliances (marketing, service, technology, manufacturing, joint venture, component and/or assembly of machines, etc.) already established in ***any countries?***

☐ Yes

☐ No

If yes, please ***identify the country and type of strategic alliance.***

18. Have you exhibited in a show(s) ***outside the U.S.*** in the last five years? If yes, please ***list country and year.***

19. If your company is not actively attempting to market your product globally into strategically selected countries, *why not? Specific reasons will be helpful to AMT as we prepare for the day.*

20. Company statistics:

YEAR FOUNDED: _____

NUMBER OF EMPLOYEES: _____

	2005	2006	2007	2008	2009 Forecast.
Net Sales (\$000)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Exports (\$000)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
% Exported	_____ %	_____ %	_____ %	_____ %	_____ %
% Business Outside USA	_____ %	_____ %	_____ %	_____ %	_____ %

21. Thinking strategically into the future, what percentage of your business in 3-5 years would you like to have outside the USA? % _____

22. We recognize that some equipment may have been “*indirectly exported*” by being sold to a U.S. based company but shipped to an export destination by you or by the U.S. based customer. If you have had any of these “*indirect exports*,” please state their value below:

2005	2006	2007	2008	2009 Forecast.
\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

23. What are your top three major domestic markets (types of customers)?
Give approximate percentage of business to each market.

<u>Market</u>	<u>% of Sales</u>
_____	_____ %
_____	_____ %
_____	_____ %

Break down your domestic sales by types of products/business segment.

<u>Product/Business Segment</u>	<u>% of Sales</u>
_____	_____ %
_____	_____ %
_____	_____ %

24. What are your top three major international markets (types of customers)?
Give approximate percentage of business to each market.

<u>Market</u>	<u>% of Sales</u>
_____	_____ %
_____	_____ %
_____	_____ %

Break down your international sales by types of products/business segment.

<u>Product/Business Segment</u>	<u>% of Sales</u>
_____	_____ %
_____	_____ %
_____	_____ %

25. What would you like to specifically accomplish during your day at AMT? (Please use additional sheet if necessary.)

26. What other ***pertinent information*** can you share with us that would help us be better prepared when we meet with you?

NOTE: When returning this questionnaire, please include all available product and company brochures, literature, advertisements and videos to assist us in our understanding and preparation.