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Executive Summary



we customize for you.

Specialized Robots, Inc. (SRI) is a privately owned S corporation based in Jackson, Mississippi. Complete with experienced and award winning personnel, this recently established company specializes in the customized creation of small autonomous robots for customers from both international and domestic markets. These markets include but are not limited to clientele of both private industries and federal governments interested in autonomous robotic automation.

At SRI, we believe that there are certain things a business must do to succeed. SRI's goal is to achieve customer loyalty and maximize profits while delivering high quality products and exceptional service to its customers. The three keys to our company's success are thus deeply rooted in customer service and teamwork.

The first key to our successful business is having an excellent customer service department. This department will bridge the gap between the technology of our robots and the needs of the customers. Customer service will actively seek out any needs a customer may have that can be addressed by robotics and discuss the customer feedback with the SRI marketing and engineering teams. The next key to success at SRI is strong diversity between all employees that will give our company an advantage in problem solving. Engineers, management, marketing, and customer service will work together to find unique approaches to new problems. Strong organizational practices are the last key to success at SRI. Organization is critical when dealing with problems as complex as autonomous robotics, and having good practices will streamline work and keep our company on track.

Following these keys to success, there are solid goals that the company will meet. The first goal that our company will meet is to break even after two years of operation. The costs during those two years will include research, materials, assembly, and marketing. After meeting the break-even point, we project a 10% increase in profits by the third year of business. SRI has set a five year goal to secure at least 15% of the autonomous robotics market. In order to meet these tangible goals set out for our company, we will rely heavily on our experienced personnel to help establish a solid reputation in the robotics industry. A graph of our expected net profit/loss is shown in figure 1.

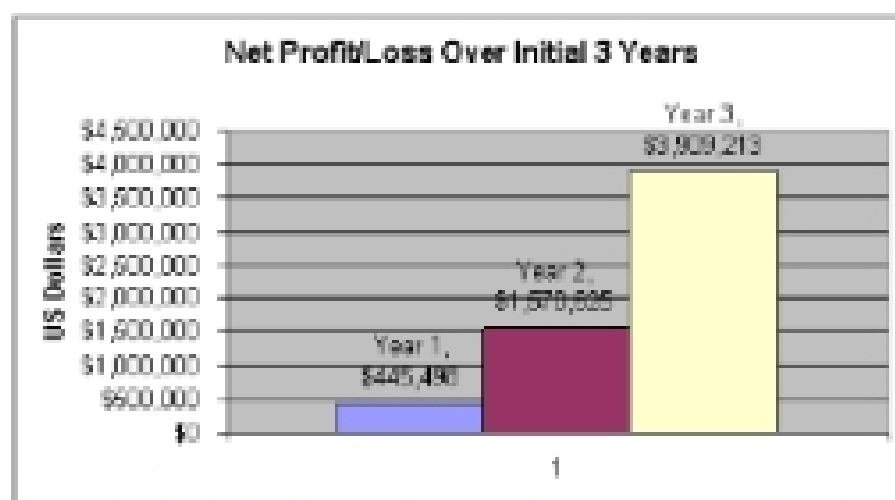


Figure 1: Net Profit and Loss Over Initial Three Years

SRI will operate from customer contracts initially and will later develop an Innovations department to research new areas in smart autonomous robotics. Currently, most custom robotics companies specialize in stationary robots, do not accept contracts for new work, and do not manufacture smart robots that can adapt to a changing environment. Thus, we will increase our visibility in the robotics field and capture more of the market share by offering services that no other company can.