1.0. EXECUTIVE SUMMARY

1.1. Objectives

- To produce a marketable product by fourth quarter of 2005.
- To produce a product with unique and advance features that will accommodate current screwdriver antennas on the market.
- To reach sales of $200,000 by the end of the first year of business with a growth rate of 5% per year thereafter.

1.2. Mission

MFJ is dedicated to innovating quality products for amateur radio operators. Our mission is to "Make Quality Affordable". We strive to provide advanced products at low affordable prices. We actively listen to our customers and their needs, which provide an extensive basis for our products. Feedback from our customers is used to greatly improve our products so that our customers are satisfied.

1.3. Keys to Success

In order for this business to succeed, we must:

- Listen to the customer to accurately to determine their needs.
- Use customer feedback to determine ways to improve upon products.
- Perform rigorous tests to ensure quality of the product.

If we adhere to these guidelines, MFJ will be able to build a strong reputation and a firm customer base.

2.0. COMPANY SUMMARY

3.0. PRODUCTS AND SERVICES

4.0. MARKET ANALYSIS SUMMARY

4.1. Market Segmentation

4.2. Target Market

The antenna controller target market exists of amateur radio operators who own screwdriver antennas. These operators use their screwdriver antenna for multi-band, high frequency operation and constantly make frequency and band adjustments. The antenna controller will allow these operators to easily save and recall antenna positions. Operators will use the screwdriver antenna controller for normal operation, contesting, and emergency communication.

5.0. STRATEGY AND IMPLEMENTATION SUMMARY

5.1. Competitive Advantage

Our products are designed specifically to control screwdriver antennas. In the current market of screwdriver antenna controllers, we have very few competitors. The two largest competitors are High Sierra Antennas, and Tarheel Antennas. Both companies make controllers for their own screwdriver antennas that provide basic functionality. A third company known as TheScrewdriver.com manufactures a screwdriver antenna controller that can save and recall memory positions. They use a menu-based system

for controlling screwdriver antenna. Our controller will have dedicated buttons for manual control of the antenna as well as dedicated memory buttons. This will allow for quick access to the primary functions of the controller without navigating through a menu. This can be especially useful in a vehicle where accessing controls to a device needs to be as convenient as possible. With the price of the memory controller priced at $119, our controller will be priced lower than TheScrewdriver.com's controller while providing additional features not found in any other controller.

5.2. Basic Strategies

The basic strategy for MFJ Enterprises is to introduce and promote any new product at ham radio conventions. By starting the Memory Driven Antenna Controller under the MFJ brand name, customers will be ensured the high quality products that MFJ creates and increase the success rate of the product sales. The controller will then be added to the annual MFJ catalog and website, increasing exposure of the product and further increasing sales. This strategy will secure a niche in the screwdriver controller market that our controller will dominate.