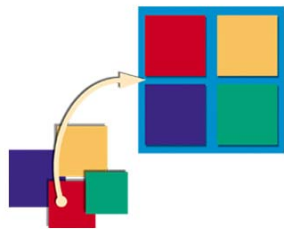

Characteristics of an Ideal Business Development Client

- Owners have a pleasant positive outgoing personalities
- Business not chronically undercapitalized
- Clearly established demand for the product or service
- Business has a scope for improved productivity through innovative management planning and control
- Owners are technically competent
- In business at least three years
- Business is profitable
- Business has a potential for product or service differentiation through innovative marketing
- Business not dominated by a small number of customers or suppliers
- Can serve as a base of referrals
- Owners are willing to listen to advice



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