



Software Publishing Corporation

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STATEMENT OF CORPORATE OBJECTIVES

Business objective: To become the leading independent software manufacturer of information management tools for professionals using personal computers.

Business tactics: Generate high profits to build this leadership position through excellence in software development, marketing, and efficient utilization of people and assets.

Excellence in software development is defined as:

- zero defects
- ease of use
- visual appeal
- customizable solution
- state of the art contribution
- informative documentation

Excellence in marketing is defined as:

- high volume
- revenue leadership
- margin leadership
- customer satisfaction
- brand awareness
- customer support

Efficient utilization of people and assets through:

- open communication
- career growth paths
- investment in productivity tools
- leveraging of resources
- efficient use of space
- efficient purchasing of materials