



**COMPANY
CONFIDENTIAL**

1982 TACTICAL OBJECTIVES

I) Achieve sales of \$3,000,000 and pre-tax profits of \$450,000 (15%)

II) Exit 1982 with 4 products (PFS, REPORT, GRAPH, AND COMM) on the Apple II and III

Introduce PFS and REPORT on the IBM personal computer in 1982

Begin development of the new "MBA" business product line

III) Complete hiring plan of:

- 4 engineers
- 1 writer
- 3 product managers
- 2 support engineers
- 2 shipping clerks
- 1 receptionist/office manager
- 1 controller/accountant

IV) Move to new office with 3 year growth capacity



Software Publishing Corporation

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SOFTWARE PUBLISHING CORPORATION 1982 HIRING PLAN

	Q1	Q2	Q3	Q4
DEVELOPMENT	ENGR	ENGR WRITER	ENGR	ENGR
MARKETING	PMGR (Z)		PMGR (Z)	
	SUPPORT		SUPPORT	
		PMGR (X)		
MANUFACTURING		SHIP		SHIP
ADMINISTRATION		REC		
	ACCT			

TOTALS	4	5	3	2

TOTAL SPC	14	19	22	25