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SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

- History of the company's paint and coatings business evolution, which is important to understanding the corporate culture, management mentality and strategies.
- Recent acquisitions, divestitures and major organizational changes.
- Current organizational structure.

SECTION III: SENIOR MANAGEMENT

- Names, titles and background of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

- Administrative, manufacturing and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- The U.S. and international work force size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired paint and coatings and related capabilities.
- Proprietary technologies and patent litigation.

SECTION VI: PRODUCT PORTFOLIO

- Review of major product lines.
- Applications, advantages and weaknesses of leading products.

SECTION VII: MARKETING TACTICS

- Promotional tactics.
- Distribution approaches.
- Product service and support.
- Customer relations.

SECTION VIII: FINANCIAL ANALYSIS

- Estimated sales by division, geographic region and product line. .
- Five-year sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, products and applications in development.

SECTION X: COLLABORATIVE ARRANGEMENTS

- Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.
- Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

- Specific business, new product development and marketing strategies.
- Strengths and weaknesses, e.g., managerial, organizational, marketing and product development.
- Anticipated acquisitions, joint ventures and divestitures.