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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.