

# Business Planning



Committed to  
Integrity  
Reliability  
Honesty  
Timeliness  
Quality



## Ceramic Tile and Stone Consultants

A National Service Company providing Job Problem Services, Quality Control Services for Product and Installation Methods, Training Programs, Market Research and Outsourcing Services, and Business Planning Consulting to the Ceramic Tile and Stone Industry.

### Business Planning

We know we should, but most don't do a formal business plan. Not enough time? No one to do it? Not sure where to start? CTaSC can help you create your business plan. It's Your business plan and You will make the decisions. CTaSC will facilitate the process in creating the structure, helping you collect the information, so you can make the best decisions for your company, and then CTaSC will put it into writing for you.

### Marketing Plans

We know we should, but most don't do a formal Marketing plan. Maximize performance and create synergy by coordinating your advertising with your promotions with your sales efforts. CTaSC will facilitate the process in creating the structure, helping you collect the information, so you can make the best decisions for Your company, and then CTaSC will put it into writing for you.

### Sales Plans

CTaSC can help you create effective sales plans to support and coordinate with your marketing plan, to be implemented timely, designed to motivate the sales force, and to perpetuate the plan during the sales period.

### Promotion Plans

CTaSC can help you create effective promotion plans to be implemented timely, designed to remind and perpetuate the promotion during the promotion period, and then to measure its success during and after.

### All Plans Customized for You

Everyone's business and situation is different. CTaSC will customize your business plan for your needs. CTaSC will structure the process, be the facilitator in helping you collect and analyze the information, so YOU can make the best decisions for your company, and then CTaSC will formalize YOUR plan in a written format for you to implement.

[www.CTaSC.com](http://www.CTaSC.com)

P.O. Box 965 • Jamul, CA 91935-965 • Phone (619) 669-2967 • Fax (619) 669-2968