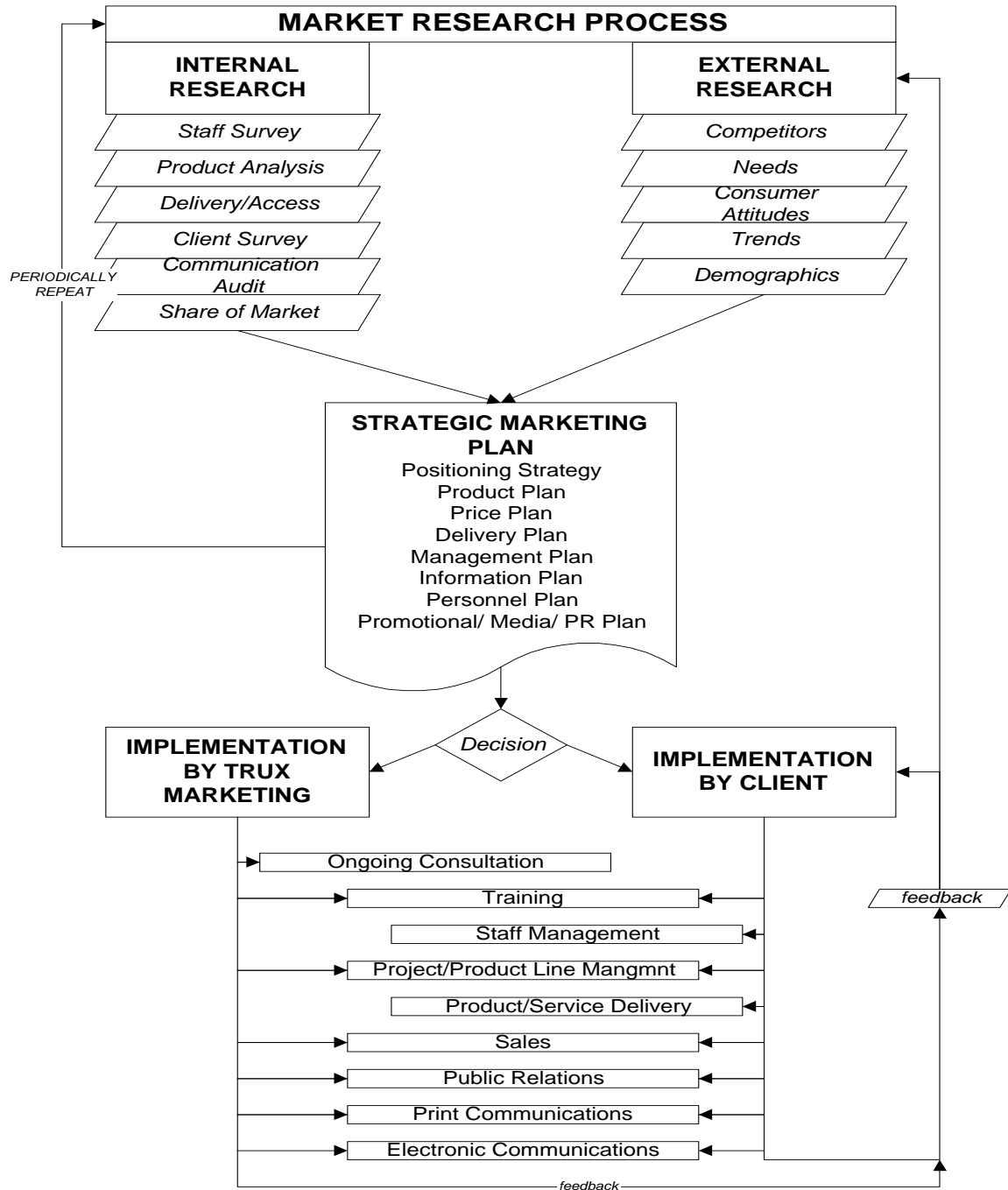


OVERVIEW OF APPROACH (THE CONCEPTUAL FRAMEWORK)

*How We at TRUX MARKETING/MANAGEMENT SOLUTIONS
See the Management & Marketing Process Working At Its Best*



The client may choose to START at any location on this flow chart.
Your decision will depend on YOUR conditions, needs and capabilities.

*"Actions without plans are merely random acts;
Plans not based on research are only dreams." HR Trux*