

YEU MBO FORM: NON page1	
Yamatake Europe NV	
Name: M. Trojan	Dept.: Industrial Division and Control Products
Title: --	Joined: October 2006
Objective Period: 1.1.2008 - 31.12.2008	
<b>1. SECTION Company objectives</b>	
1) Sales target: 9520000 euros 2) To be unique player in Sensing, Measurement and Control Markets in Europe: Flow Solution Provider 3) Get ISO 9001 Certificate 4) Be managed and operated by European resources	
<b>2. SECTION Department objectives</b>	
1) IA Sales: 3065000 euros ICC Sales: 550000 euros 2) Flow provider: Develop Magnetic Flow business 3) Continue Gas business development and keep high level of competence in Europe for IAP 4) Get ISO 9001 certificate 5) Balance our business in developing OEM activity: MB, SVP/SVX, MTG (on going) 6) Toms objectives for microflow: Check repeatability of existing successful applications? 7) ICC microflow sales: XX euros	
Employee's signature	Date: 20.03.2009
Employee's manager	Date: 20.03.2009
M.D. signature	Date:
HR's signature	
cannot be dispatched outside YEU	

Total: 75 from 100



	2. OBJECTIVES in SKILLS /Attitudes DEVELOPMENT					TARGETED PROFICIENCY					ACTION PLAN	
	1	2	3	4	5	1	2	3	4	5		
Functional Knowledge & know-how									X			
Compliance with Regulations									X			
Problems solving									X			
Handling abilities									X			

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How to Set Objectives : 1. SMART : SPECIFIC, MOTIVATING & MEASURABLE, ATTAINABLE, RELEVANT & RESOURCES, TIMED & TRACKABLE.				
2. Obj must make sense in the structure, answering a real need in the company				
3. Objective must be discussed with -and accepted by - the one who has to achieve it				
4. Ambitious : "3 as a step not as a goal"				
5. Formulated in ACTION WORDS (to organize, to set up etc...)				
6. PRECISION in content and timing:				
"to make my best, to make an effort..." are not properly formulated objectives.				
> the content of the effort and the time span for achievement have to be defined:				
ex: To collect 98% of the account receivables in the previous term (action plan : make an update invoice list, monthly call the customers with overdue more than 30 days; review and add penalty clause of payment in the purchase contract)				
ex: sign distributorship agreements with 2 companies & train their staff so that they can perform quotations, technical presentation for products X, Y, Z (action plan : hold seminars once every quarter, create new presentations tools for distributors)				
ex: achieve X million euros booking for product Z by deadline Y				
Year	2008	Employee name	Martin Troian	
Main Objectives in terms of TASKS				
		Dept./Group	Industrial division + CP division	
			Road book (Action Plan to achieve yr obj)	
			Weight	
			Direct manager:	
			Signatures employees & boss:	
			Date	
			07.02.2007	
#1	<p>Sales: 620 k€</p> <p>MAP OEM: 80 k€</p> <p>MAP others: 200 k€</p> <p>SPS300: 230 k€</p> <p>KCC: 30 k€</p> <p>Achievement criteria:</p> <p>5: &gt;=120%</p> <p>4: &gt;=110% &lt;120%</p>	<p>Product 220 000 EUR</p> <p>Initiate business in known applications with known OEM-customer</p> <p>Find resellers</p>	30	13
#2	<p>Business development: Find/Establish/Support OEMs and Resellers</p> <p>STR/AGE: 1 OEM, 1 Reseller (OEM: LG, Thos Artois; Reseller: Henschel only call center cooperation (Motor spy))</p> <p>IST/3000: 1 OEM, 1 Reseller(?) related to STS; OEM: Reseller: Global related by trade with new strategy / P. Hesse; (Further update documents)</p> <p>APV/SVL: 1 OEM, 1 Reseller (back?) Reseller is not provided in Germany</p> <p>SDC: 1 OEM, 1 Reseller (Palm, Nippon)</p> <p>Microflow: 1/2 OEM (SEM, Palar, RWAT, Reseller: AT&amp;T)</p> <p>Achievement criteria:</p> <p>5: &gt;=120%</p> <p>4: &gt;=110% &lt;120%</p>	<p>Reseller and OEM (Call BP List and report to Rupp)</p> <p>Reseller and OEM (Call BP List and report to Rupp)</p> <p>Reseller and OEM (Call BP List and report to Rupp)</p> <p>Reseller and OEM (Call BP List and report to Rupp)</p>	15	12
#3	<p>Marketing actions</p> <p>TRADE SHOWS: Eichele AZUL, YAMATAKE at 3 trade shows MSR-Fachmesse (MERCEN) in Germany - presentation MTG savings OK done</p> <p>DIRECT ACQUISITION: Visit 3-4 trade shows and distribute information to potential contacts (OK done - Visit 5 trade shows)</p> <p>WALKING: Chemical: Enzyme, Applications, major applications for MTG 100-200 Address (related to account card saving and no AT&amp;T, reduced Japan)</p> <p>Achievement criteria:</p> <p>5: &gt;=120%</p> <p>4: &gt;=110% &lt;120%</p>	<p>18.10.08 (Leventhausen), 17.09.08 (Frankfurt), 08.11.08 (Oberhausen)</p> <p>Visit of trade fairs to collect potentials + distribute brochures</p> <p>Research Addresses and secondary mailing report result</p>	15	15
#4	<p>Get ISO 9001 certificate</p> <p>(Trade of responsible documents to firm)</p> <p>Achievement criteria:</p> <p>5: &gt;=120%</p> <p>4: &gt;=110% &lt;120%</p>	<p>Participate to realization if happens</p> <p>develop documents/agreements as requested on line</p>	-	-
#5	<p>Infrastructure: Brochures, Translations</p> <p>Translations: CMS, MOV, GTX, MTG (CMS done, MOV related with Trade agreement 2008, GTX - left to enemy changes, MTG no AT&amp;T)</p> <p>Brochures: CMS (related to ACT which replace CMS to act)</p> <p>Achievement criteria:</p> <p>5: &gt;=120%</p> <p>4: &gt;=110% &lt;120%</p>	<p>CMS (Men), MOV (Men), GTX (Men - Spec), MTG (Spec, Main, AT&amp;T)</p> <p>CMS (Brochure)</p>	10	10
Total			76	50