

AIM North America
Business Plan
2007 - 2010

AIM North America is the newly formed chapter of AIM Global, the Association for Automatic Identification and Mobility. As the premier source of industry support for the automatic identification market, AIM North America delivers access to information and cutting-edge solutions to grow your business. Resellers, integrators, and distributors are provided marketing tools, resources to generate leads, and educational opportunities that can increase sales and maximize profits.

Our Mission

To increase the use of automatic identification and mobility technologies in North America through our member network of value-added resellers, solution providers, distributors, and manufacturers.

Our Vision

A North American market where all parties interested in automatic identification and mobility technologies look to AIM North America members for their expertise, experience, and service.

3 – 5 Year Goals

AIM North America's Goals are:

- 1) More clearly define the roles of AIM Global and the AIM North America Chapter.
- 2) Increase Reseller participation in AIM North America by creating a stronger value proposition.
- 3) Increase effectiveness and value of Manufacturer and Distributor memberships.
- 4) Strengthen brand equity of both AIM Global and AIM North America Chapter.
- 5) Achieve a strong financial balance sheet for AIM North America.

AIM North America Goals and Objectives

I. More clearly define the roles of AIM Global and the AIM North America Chapter.

- Objective 1.1 *Increase the visibility, influence, presence of AIM North America*
- Objective 1.2 *Build and carry-out a focused, effective public relations program*
- Objective 1.3 *Enhance the reseller experience*

II. Increase Reseller participation in AIM North America by creating a stronger value proposition.

- Objective 2.1 *Define and meet member services expectations*
- Objective 2.2 *Strengthen member communications on value of proposition*
- Objective 2.3 *Provide tools and resources that support smart business practices and maximize profits*
- Objective 2.4 *Create strategies to increase and retain membership*

III. Increase effectiveness and value of Manufacturer and Distributor memberships.

- Objective 3.1 *Build relationships and strong partnerships/alliances with manufacturers and distributors*
- Objective 3.2 *Implement strategies to connect resellers with manufacturers and distributors*
- Objective 3.3 *Recognize manufacturer and distributor support of AIM North America*

IV. Strengthen brand equity of both AIM Global and AIM North America Chapter.

- Objective 4.1 *Legislative Affairs*
- Objective 4.2 *Communications*

V. Achieve a strong financial balance sheet for AIM North America

- Objective 5.1 *Develop and adhere to budget, include the addition of a long-term 3-year budget for long range initiatives*
- Objective 5.2 *Increase membership*
- Objective 5.3 *Maximize non-dues revenue opportunities*