

## **Part D**

### **Item XVII Management's Plan of Operation**

AmeraMex International, Inc. is a progressive growing company with an upper management team experienced in all areas valuable to a growing company. The CEO Lee Hamre has 31 years experience in the industry. CFO Warren Murphy has many years in manufacturing management, domestic and foreign business ownership as well as board experience from being a member of several Boards of Directors of larger companies. Steve Champagne has 12 years in the equipment industry and 10 years before that in the contract real estate field. Brian Hamre, the VP of Marketing, has been in the industry over 20 years and covered several areas of expertise beneficial to distribution and sales. Rodney Womack, our COO of Las Vegas operations, has worked in advertising of heavy equipment, sales of heavy industrial machinery, ownership of a service company and all together over 30 years of exposure to the industry in general. Lastly the newest member of our board of directors, Angela Nelson has several years of business operation and management experience through the start up and management of her own companies. She has also completed the study of law in California and is waiting to complete the bar exam.

We plan to strategically expand through acquisition of smaller companies geographically located in poorly represented areas where our contract manufacturers have little or no coverage. Although some of these areas may have competitive representation, our aggressive pricing and service is expected to increase our market share.

This approach to growth will require additional cash not only for the direct purchase of these companies but more importantly for the acquisition of inventory and a larger operating facility. We are planning on raising these funds through the sale of stock within the next 12 months.

We will choose companies based on their location, management and type of services or products they have offered in the past. In every case these products and services must be complimentary to our existing line. We are not planning on diversifying into lines we have no experience in or which would force us to diverge from our currently successful focus. Within the next 12 months we expect that our board will have grown by 1 to 2 new members and our full time employees will have grown to 30.

Some of the more established well known equipment companies have become very lackadaisical and pricy. By selling, servicing and providing parts to very comparable equipment sometimes at a price 20% lower, we will be noticed. We have the ability, the people and the desire.