



Floritronics, LLC.
130 North Park Avenue
Apopka, FL 32703

January 5, 2022

Attn: Mark Holmes

Subj: December Bookings

Dear Mark:

Please find enclosed the December monthly booking reports.

<u>MTD</u>	<u>YTD 21</u>	<u>YTD 20</u>	<u>%VS</u> <u>20</u>	<u>2021 YRLY</u> <u>FORECAST</u>	<u>% YRLY</u> <u>FORECAST</u>	<u>2021 YTD</u> <u>FORECAST</u>	<u>%2021 YTD</u> <u>FORECAST</u>
\$203,092	\$1,534,323	\$1,535,796	100%	\$1,750,000	88%	\$1,750,000	88%

Floritronics achieved \$203,092 in December achieving 100% year over year and 88% of forecast. So, you ended the year with an excellent month. Your forecast of \$1,525,000 for 2022 was approved and your forecast for January, a 4-week month, is \$117,308

Your December bookings reports is also attached for your review and use in strategizing for future visits and sales. This month, we also have the quarterly. I will need the updated Sales Funnel by the end of next week. I also will be sending out the circled major accounts for feedback as to what may be going on currently and which could potentially occur in the next few quarters. Also, I will be asking for a General Business overview like what has been being asked for in the last three quarters. A generic form is attached with info to be added as you feel. This should be a good summary of where we are today, what is the business looking like along with any issues you may be encountering.

Any questions or suggestions you have, feel free to reach out. Take care and stay well.

Best Regards,

David R. Brecken

David R. Brecken
Senior Regional Sales Manager

1st Quarter goals for 2022

Active Goals for 1st Quarter:

- Have three on-line virtual presentations to consultants and/or utility/industrial customers.
- Have one on-line virtual presentation for a new potential customer.
- Find out what it will take to register and participate in the Florida Municipal Electric Association so that we can participate, if possible, in a meeting where we can exhibit.
- Find a new opportunity for selling of KW Cam Action switches.
- Write up one switch application note, using the provided form, detailing the process, the functionality, what drove the application and how success was arrived at. Submit to the Regional Manager for addition into our Application Notes Folder for future dissemination to the other Reps. This may be an old application, or a brand-new application.