

**Action Plan for  
Fort Monroe Fortress Frame & Craft Shop  
January 2004**

**GOAL 1:** Exceed NIBD Objective.

**STRATEGY:** Come up with new specials to get patrons in the facility.

**LONG TERM OBJECTIVES:** To increase income and bottom line.

**SHORT TERM OBJECTIVES:**

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|---|----------|
| 1. Framing Discount – 10% off custom framing  | Jan 2004 |
| 2. Chocolate Chip Cookie Day - 10 % off custom framing and free cookies to each patron. | Mar 2004 |
| 3. Framing Discount 10% off custom framing (one day)                                    | Jul 2004 |

**GOAL2:** Reduce Ceramic Mold Inventory.

**STRATEGY:** Determine Molds that are not moving. We used this last year and have gotten rid of over 200 molds. Plan on continuing this process.

**LONG TERM OBJECTIVES:** Less molds in stock.

**SHORT TERM OBJECTIVES:**

- |   |             |
|---|-------------|
| 1. Go through catalogue and eliminate old and unused molds.   | July 2004   |
| 2. Call surrounding Ceramic Shops/ Parks and Recreation to find an organization to donate these used molds. | August 2004 |

**GOAL 3:** Training for new APF employee.

**STRATEGY:** Research and find training in the framing arena for new employee.

**LONG TERM OBJECTIVE:** Add knowledge to employee to make him more comfortable at front counter and in the end to increase bottom line.

**SHORT TERM OBJECTIVES:**

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|---|----------|
| 1. Contact distributors for training available.                         | Mar 2004 |
| 2. Make decision on type of training needed.                            | Apr 2004 |
| 3. Assure funds are available for training and make plans for training. | May 2004 |

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