



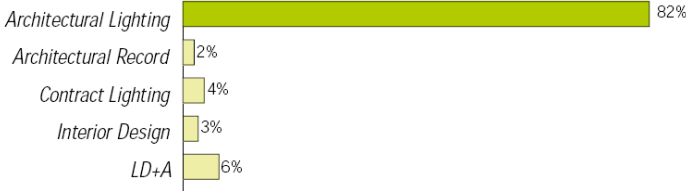
Where do lighting specifiers receive market information?



Publications with best coverage of lighting projects:



Publications with best coverage of new lighting products:



2.3.1 Customer-focused Competencies

System Approach to Marketing and Selling

Sales and marketing will be done to major players in the lighting industry.

The Best Technique to Win the Customer Over

An initial application of the Intellectual Property has been chosen, developed and manufactured. This prototype is an outdoor landscape lighting known as the Brilliant Light. Other applications for the IP or new technology may be developed at a later date. The potential customer of Brilliant Light is a licensee that will manufacture and distribute the lighting product.

Strategic Brand Management

Brilliant Lighting will jealously guard its IP and brand this and future products under its name. The first product to be branded is Brilliant Sphere which has been trademarked.

Profit Chain

Brilliant Lighting will license its IP to major manufacturers and distributors of lighting products to gain entry into markets in North America and Europe.

