



Strategies for Success

Kurt D. Wilson

Failure is not fatal, but failure to change might be. - John Wooden

AMERICAN



PREPARE

AMERICAN



APPROACH

start

strategies

planning

relationships

Team

strategy

assets

aims

people

partners

improve

answers

smart

challenge

AMERICAN

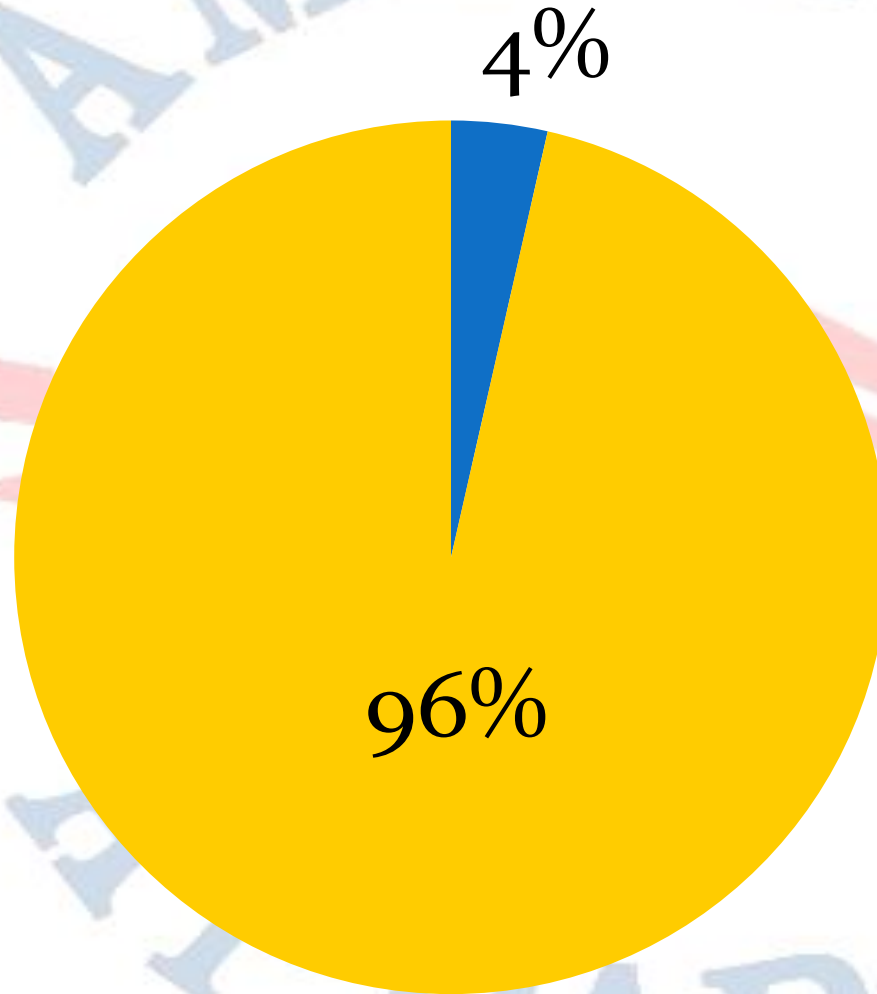


APPAREL

American Apparel Inc.

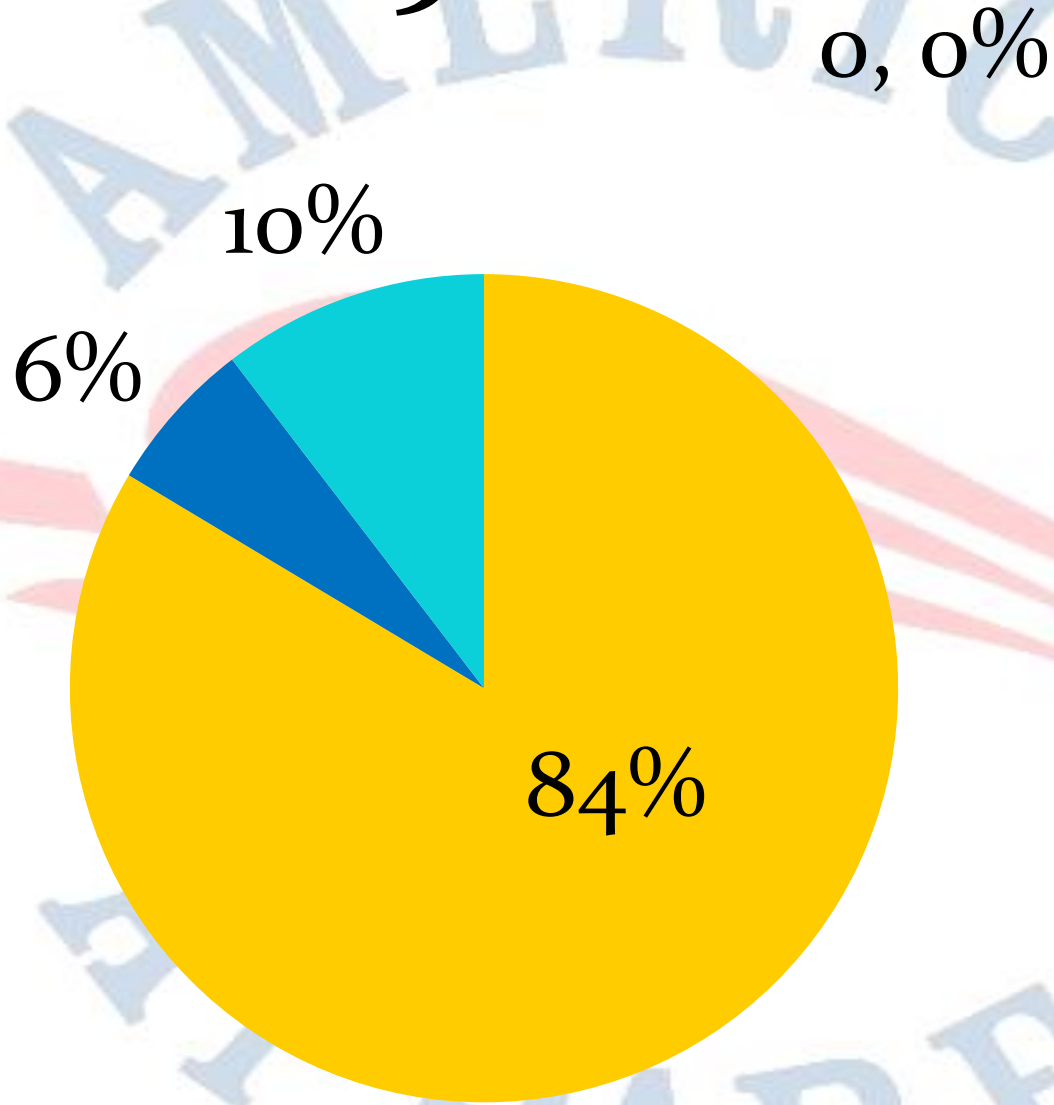
- Where We Were
- Where We Are
- Where Are We Aiming
- Our Tools For Success

2008 Sales



■ Non DSCP ■ DSCP

2009 Sales

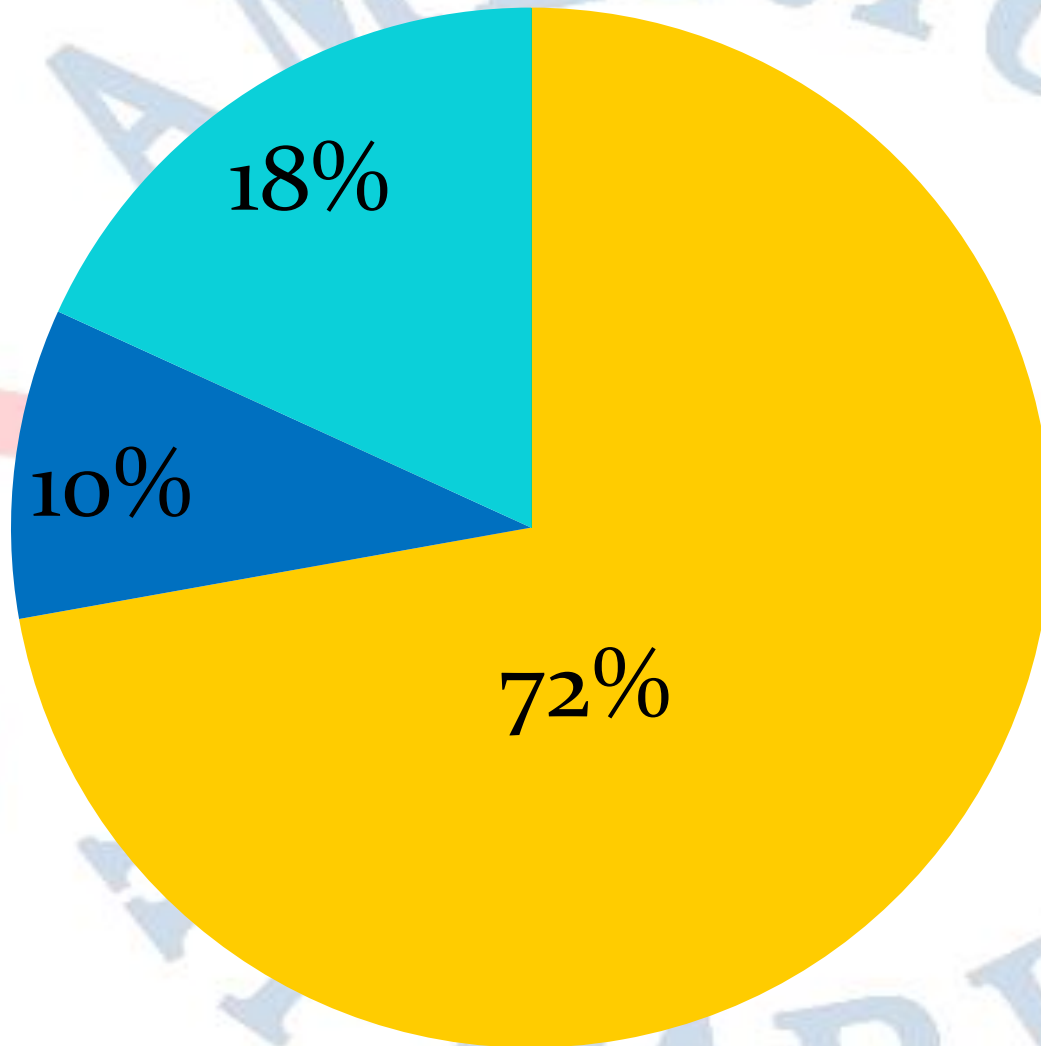


■ DSCP

■ Non DSCP

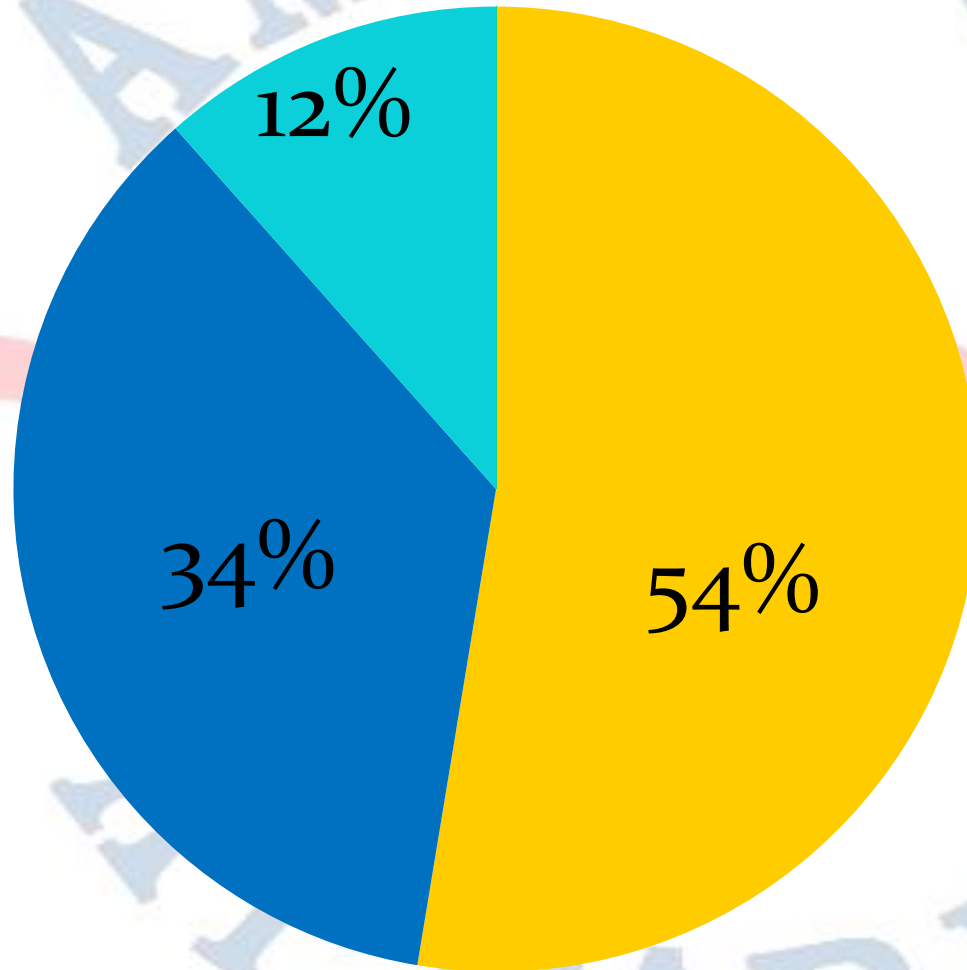
■ Wellstone Acquisition Contracts

2010 Sales 0, 0%



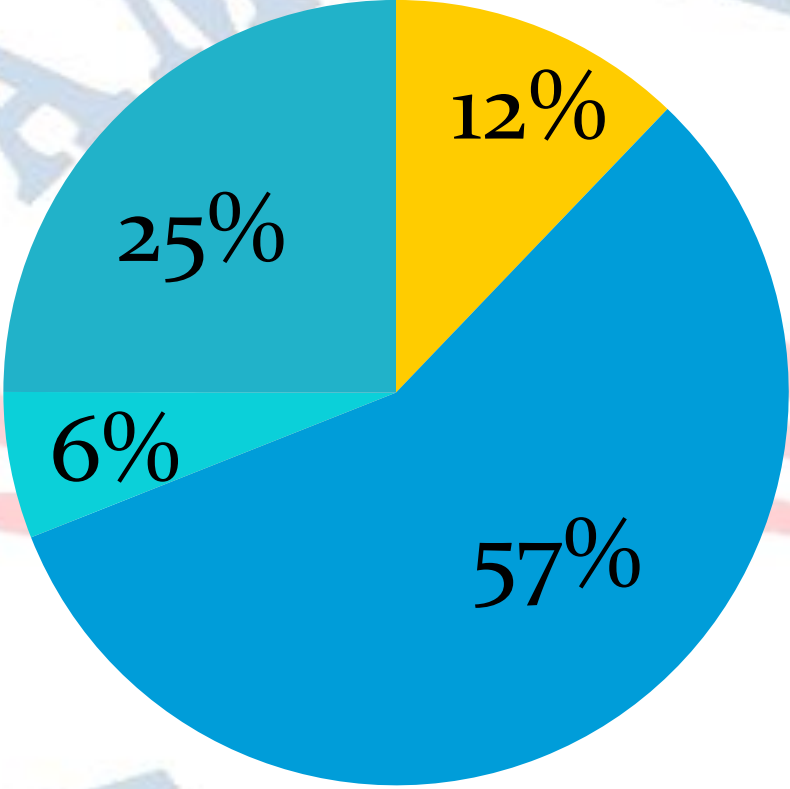
■ DSCP ■ Non DSCP ■ Wellstone Acquisition Contracts

2011 Projected Sales



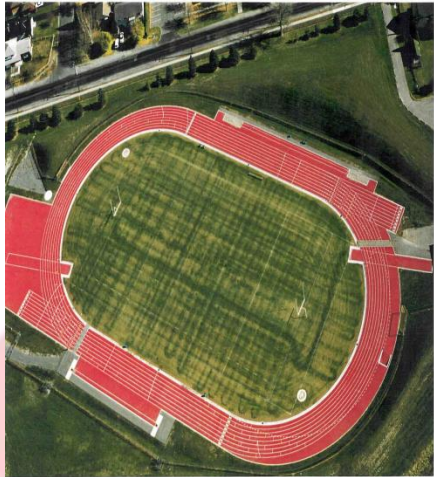
■ DSCP ■ Non DSCP ■ Wellstone Acquisition Contracts

2012 Projected Sales



- DSCP CONFIRMED CONTRACTS
- DLA TROOP SUPPORT OUT STANDING SOLICITATIONS
- WELLSTONE
- ?

How Do We.....



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AMERICA
APPAREL

Leadership



Vision...Communicated & Understood



Strategic Plan

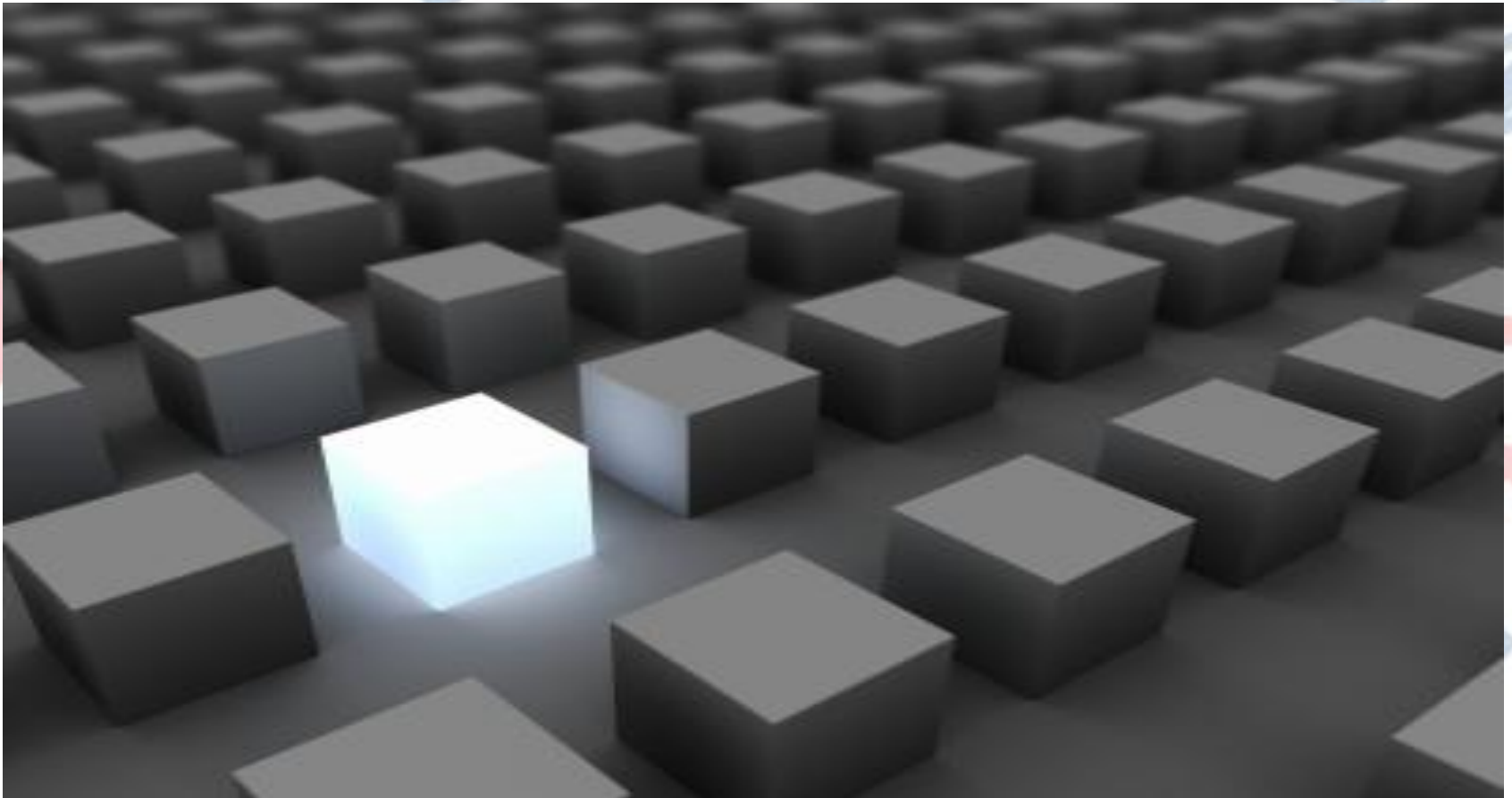
Build Relationships...Stay Engaged



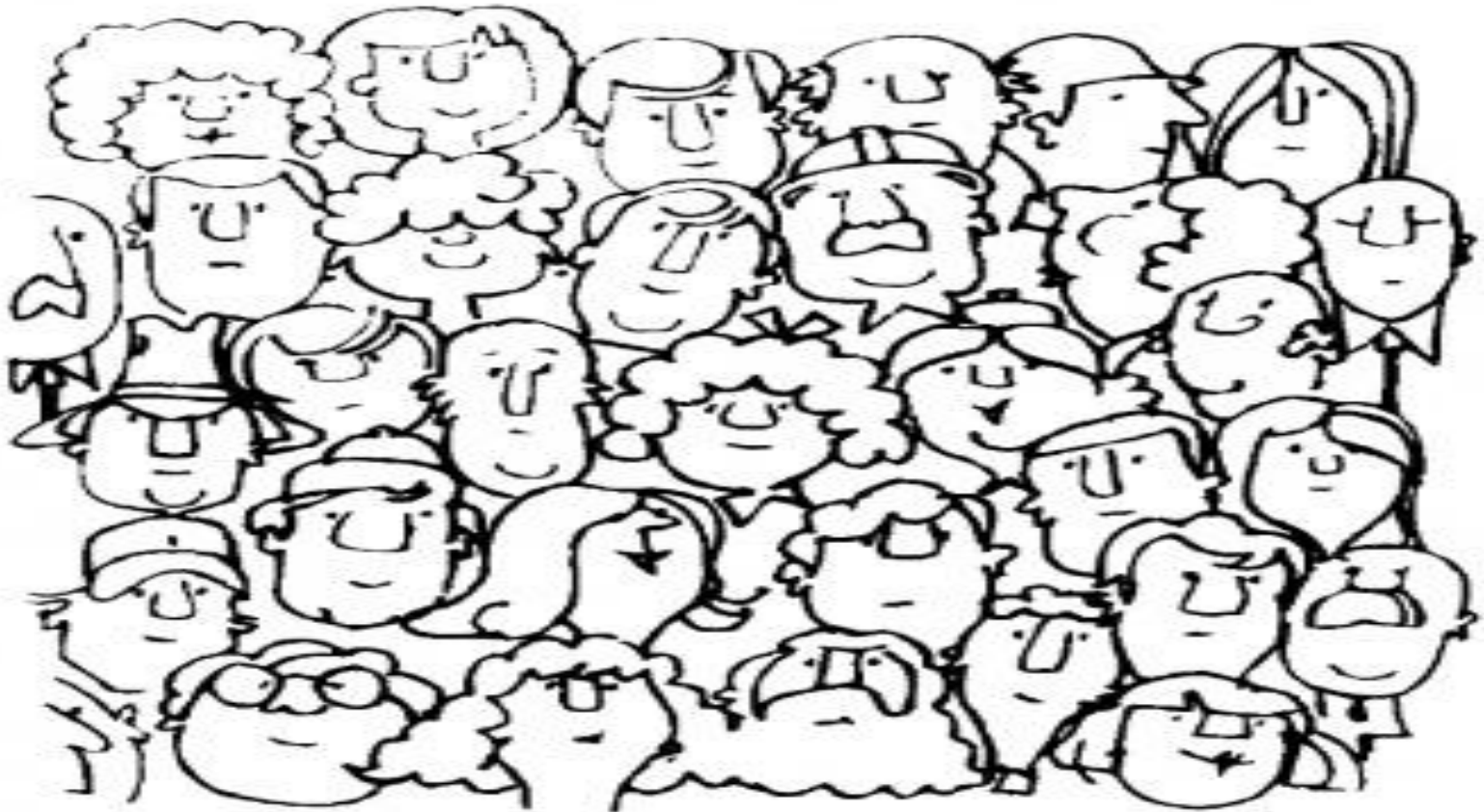
Quality



Pick The Right Product



People, Our Most Important Asset



Conclusion

- Leadership
- Vision...Communicated & Understood
- Build Relationships....Stay Engaged
- Pick the Right Products
- Quality
- People