



FrontLine®

MARKETING INFORMATION FOR
TODAY'S FEED PROFESSIONAL

e-Business Strategies

Putting technology to work in your business

We, like many companies today, are developing, expanding, and gaining benefits from e-business opportunities. Following are some thoughts to consider as you develop your company's e-business strategy, and also to be aware of how we intend to position e-business options to you, our customer base.

Some e-Business Possibilities

Just a few of the many electronic (e-business) options open to businesses today include:

- ◆ Back-office, with 24-hr. administration of
 - Purchase orders, invoicing, payments
 - Logistics (Order and shipping status)
- ◆ Access to, and organization of, other information
 - Public access
 - Limited access (password)
- ◆ Is there potential to lower transaction costs for your company? For your customers?
 - Fewer miskeyed orders
 - Faster processing
 - Access to product codes, pricing, contact information, and order history online
- ◆ Communications
 - e-mail with sales force or customers
 - Distribution of news, information and price lists to customers
 - Access to technical support
 - Searchable databases for FAQ's

Our two new websites will help us to be more connected and collaborative at all levels, economically. Websites, as virtual storefronts, tend to fall into one of two types:

- ◆ "General Knowledge Websites," containing
 - Product information
 - New product launches
 - Promotions
 - One-way communication
- ◆ "Power Websites" which offer more two-way communication, such as:
 - Searchable dealer locator databases
 - On-line ordering
 - Wholesale
 - Retail consumers
 - Product logistics
 - Links to other businesses, which access:
 - Sources of useful information
 - Related products for sales or reference
 - Government databases
 - Contact information
 - Industry and professional associations



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Without change, there is no opportunity.

The challenges to dealers & distributors in agribusiness today are significant. Can you and your customers keep up with the pace? Will you and they adjust to the new structure? In some ways, the Internet is a direct retail challenge; in other ways, a tremendous opportunity to reach customers far beyond your retail counter. Are you or your customers being leap-frogged by:

- DirectAg.com?
- AgSuperstore.com?
- e-markets.com?
- XSinc.com?
- Farmbid.com?

One question we continue to ask of ourselves and customers is, "Could the 'Net help salespeople focus more on the relationship than the transaction?" As you can see, the possibilities are exciting. Keep your eye on our site under construction at MilkProductsInc.com.

Our Belief: *The risk of making no decision is greater than making an incorrect decision.*
