



**F**lexible **M**anufacturing **D**ynamic **S**ourcing™

Coda Resources, LTD  
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[www.codaresources.com](http://www.codaresources.com)

# Coda Resources is the evolution of nearly 60 years of global sourcing and manufacturing excellence

## **Mission:**

- To provide full-service manufacturing, outsourcing and/or supply chain support to the nation's leading manufacturing and retail companies.

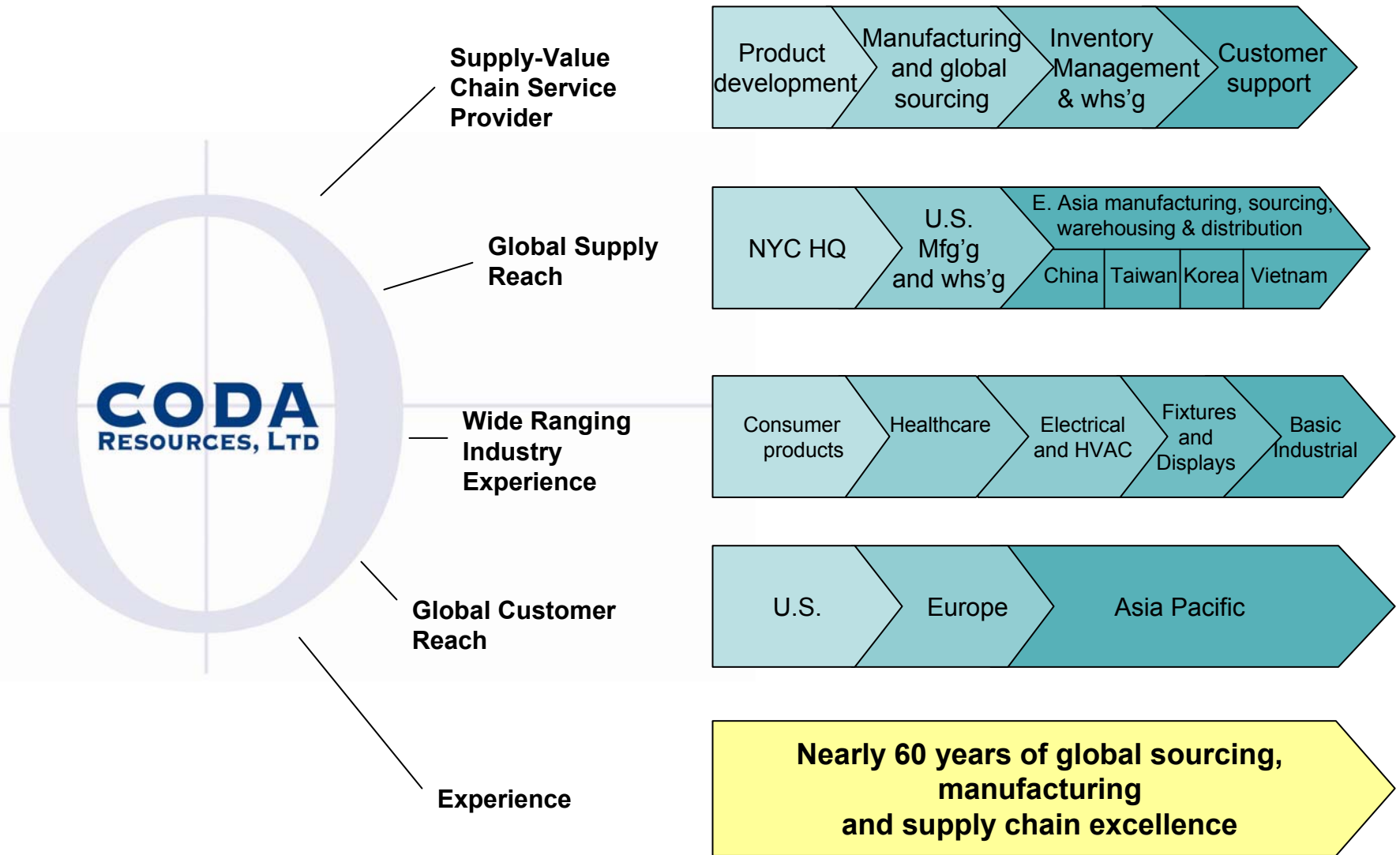
## **History:**

- Founded in 1947 by Abraham Tropper in New York City
  - Built on entrepreneurship
  - predicated on customer service

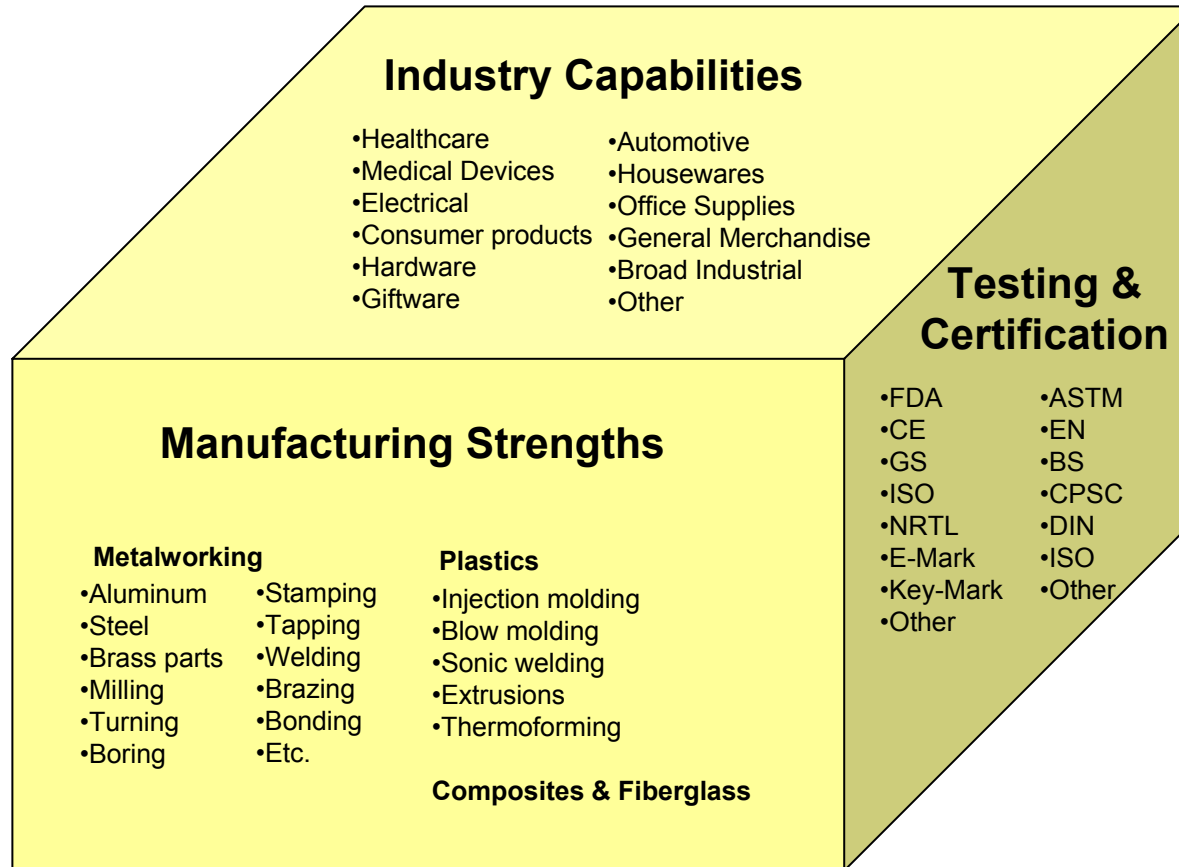
## **Today:**

- Second and third generation family management lead a “world-class” team in:
  - Implementing a professionally managed – yet dynamic - global support system for its customers
  - Expanding the companies operational capabilities in the US and Asia
  - Providing services that enables Coda to cross industry lines, develop new products or tailor it's supply chain services to meet specific customer needs.
  - *Maintaining the corporate foundation and reputation of honesty and lasting partnerships with our customers*

# As a full service manufacturing and supply chain service provider, Coda assists its customers in meeting global competitive challenges

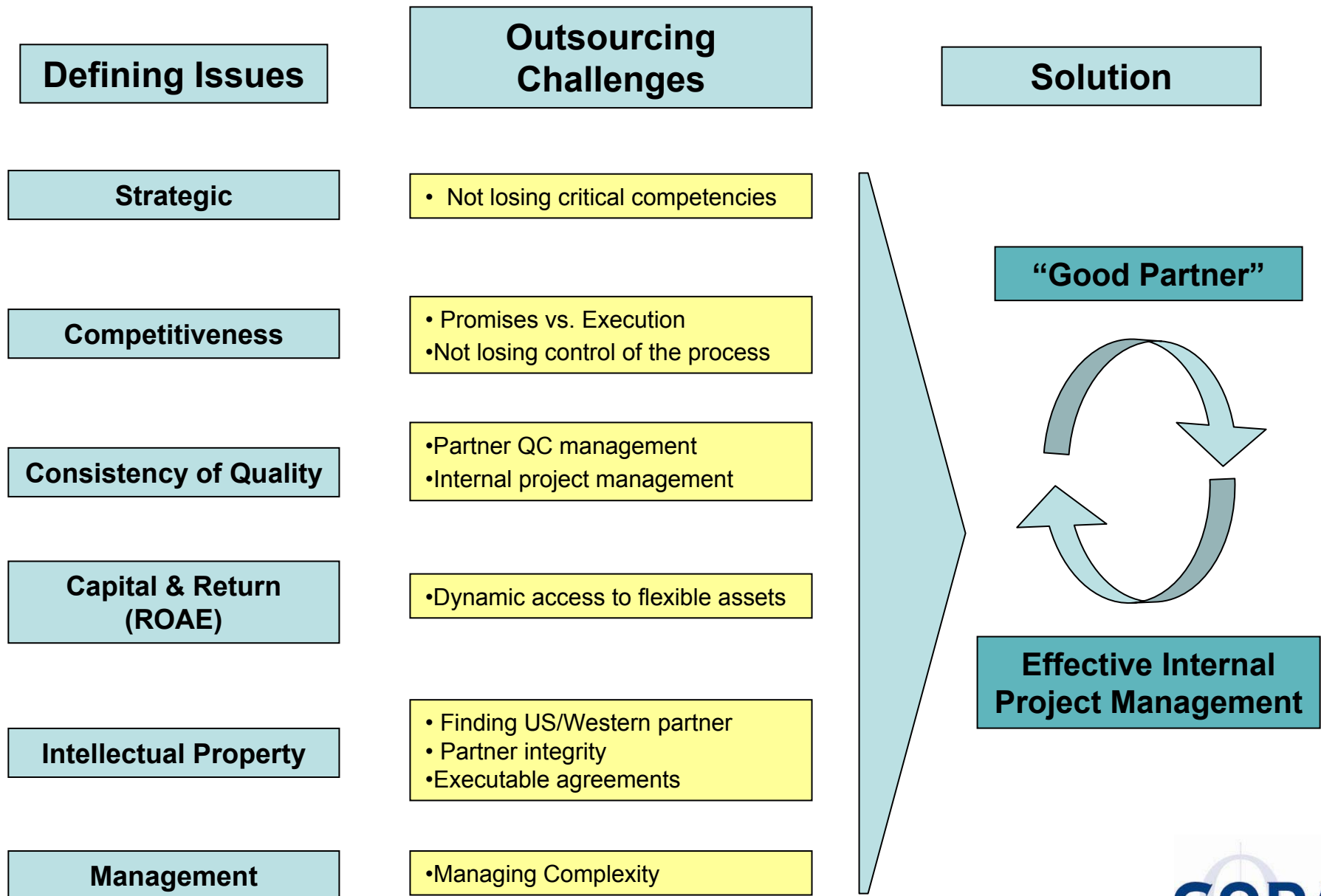


# Coda's capabilities are Multi-dimensional



***Coda will work with its customers to provide diverse products meeting international standards.***

# Global outsourcing and supply chain management is about “division of labor” to optimize value

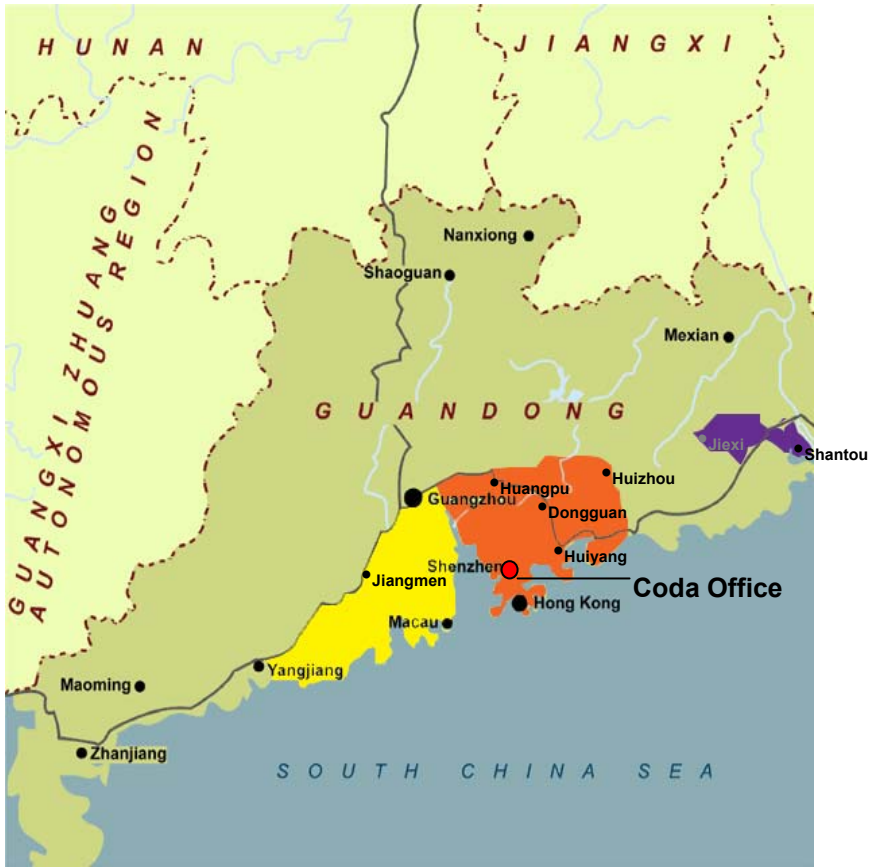


# Coda is competitively positioned in the region

Coda in Asia - Pacific

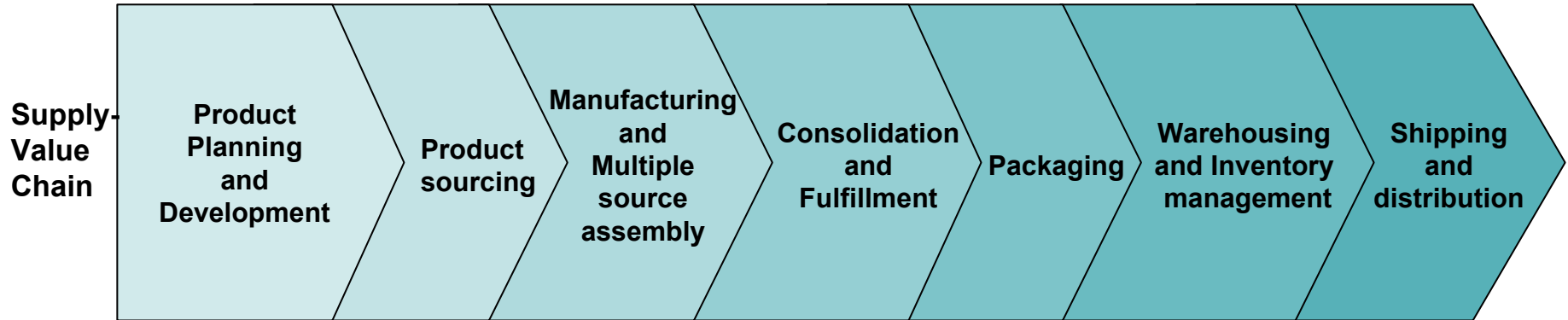


Coda in China



- Die casting
- Metal fabrication
- IM/Plastic Fabrication
- Die casting, tooling, metal fabrication, plastic fabrication, wood products
- Metal stamping, injection molding

# Coda provides as much ...or as little service as you require



Value Proposition

- Create to specification or innovate to create added value

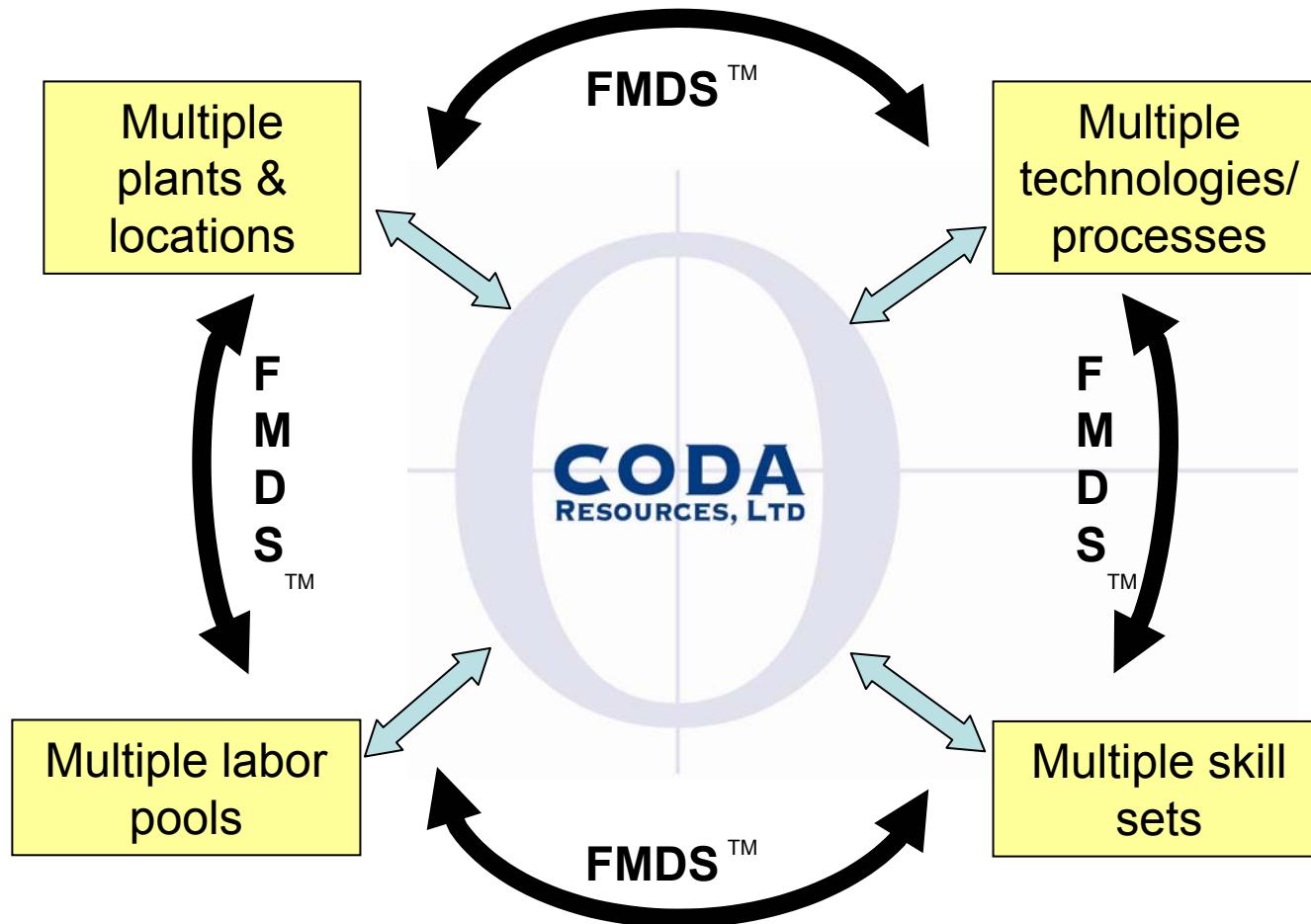
- **FMDS - Flexible Manufacturing Dynamic Sourcing™** – the equivalent of JIT manufacturing, allows Coda to seamlessly orchestrate multiple facilities.

- “Hassle free” fulfillment and packaging services to allow *you* to focus on core competencies

- Customized Services, Just in Time (JIT) service and/or off-balance management of *your* stocks creates greater returns and less management stress

***Effective execution provides the tangible and intangible value that makes companies competitive***

**Faced with global competitive pressures, leading edge companies can no longer be hostage to fixed assets**



***FMDS™ allows Coda to “orchestrate” the manufacture and sourcing of products from its own or partner facilities to accelerate customer competitiveness.***

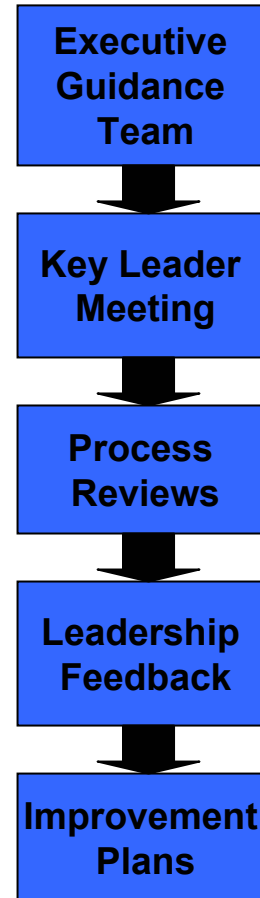


# QUALITY MANAGEMENT

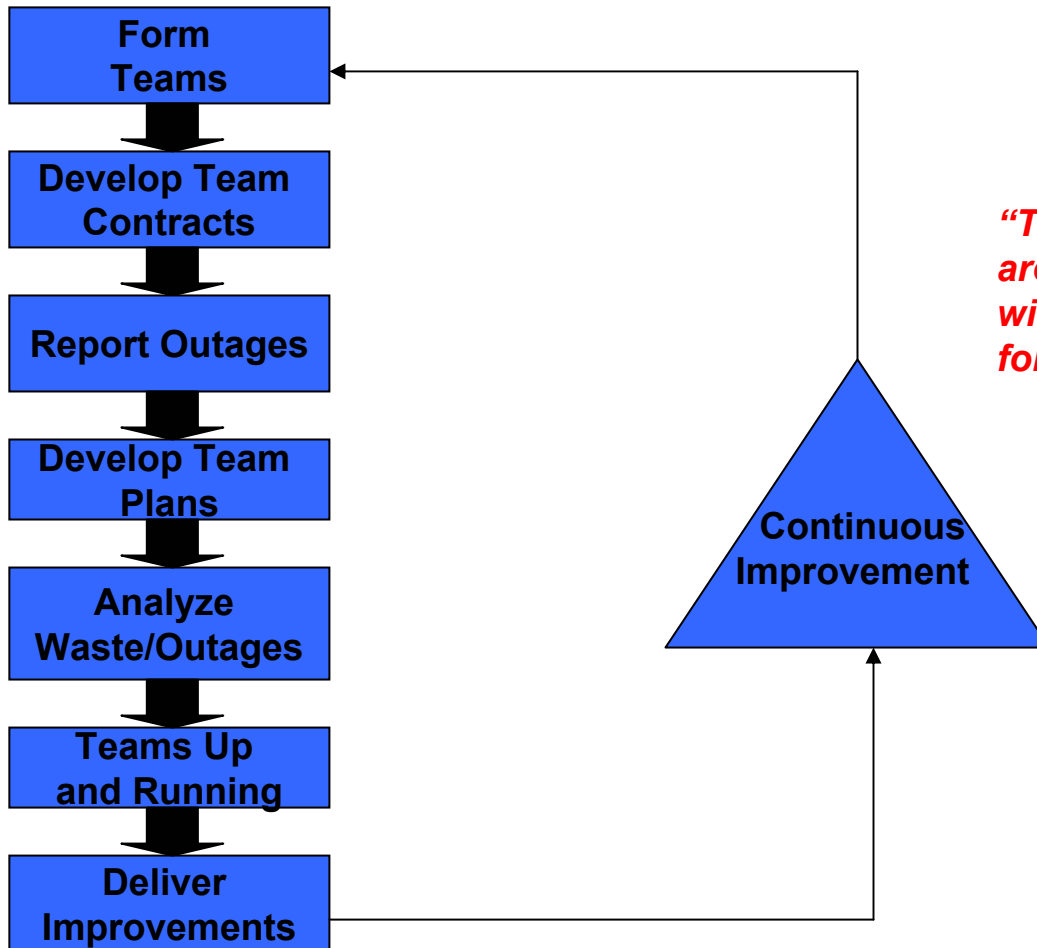
We manage quality through a Kaizen Continuous Improvement Program

## Assessment

- Assessment is vital to a long-term improvement strategy.
- Whether our own or alliance partner facilities we ensure that guidelines and processes are in place to preclude most problems at the inception and address others at an early stage.



# Implementation: We problem solve quality improvement initiatives to create a “virtuous circle”



*“The methods for achieving high quality are straight forward. Applying these methods within the Chinese context is what’s critical for success.”*

# Coda employs effective project management, FMDS™ and JIT to create a total customer solution



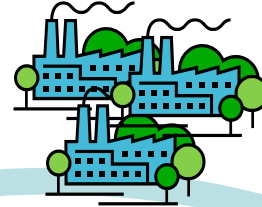
## NY Office

- Product Evaluation
- Freight Study
- Manufacturing Analysis
- Sales Service & Customer Support



## Client Meeting

- Identify Product Line
- Establish Project Scope
- Present Service Options



## Shenzhen Office

- Product Development (if necessary)
- Prototype & Quotation
- FMDS**
- Quality Control
- Shipping



## Global Distribution

- Tracking & Receiving
- Sales Service & Customer Support
- Warehousing & Shipping
- JIT delivery



## The Coda Process



# Coda has successfully serviced major corporations across a broad spectrum of industries



CRABTREE & EVELYN®



MOVADO GROUP INC.  
designing, making, marketing the world's best-branded timepieces and timely products



ChevronTexaco



Federated  
DEPARTMENT STORES, INC.



3M Worldwide



# Coda has an experienced and seasoned team to meet your needs

## Executive Circle

**David Tropper**  
CEO

**Solomon Tropper**  
COO

**Elisha Tropper**  
Exec. VP

**Hillel Tropper**  
Exec. V.P.

**Larry Bloom**  
CFO Finance

**•Responsibility:**  
- Global finance and MIS  
**•Past:** First National Bank of Chicago, PWC Financial Cnslt'g, Coopers Audit Group & CFO in private industry  
**•MBA** U. of Chicago, Finance  
BS Union College, Economics

**Jonathan Tropper**  
Exec. V.P.

**•Responsibility:**  
- Executive responsibility for outsourcing business  
**•History:** Pres. of Fieldstone  
Responsibilities incl:  
- Global marketing/sales  
- China operations  
**•Ketchum, Account Mgr**  
**•MA NYU**

**Baruch Travitsky**  
Controller

**Marc Kalton**  
VP Bus. Dev.

**•Responsibility:**  
- Outsourcing bus. development and strategy responsibilities  
**•History:** Edica, Mg'g Dir, AD Little, Market Dir. Asia-Pacific; Union Carbide, Sourcing, Finance and Strategy roles  
**•Expertise** in Asian strategy, outsourcing, supply chain and venture structuring  
**•MBA NYU, International Business BE CCNY, Industrial Engineering**

**Bill Hilderbrand**  
VP Sales

**•Responsibility:**  
- US sales and key account management  
**•Past:** 40 yrs of sourcing and scoping custom products in consumer, industrial and medical applications  
**•BA Yale**

**Bruce Branan**  
Dir. China Operations

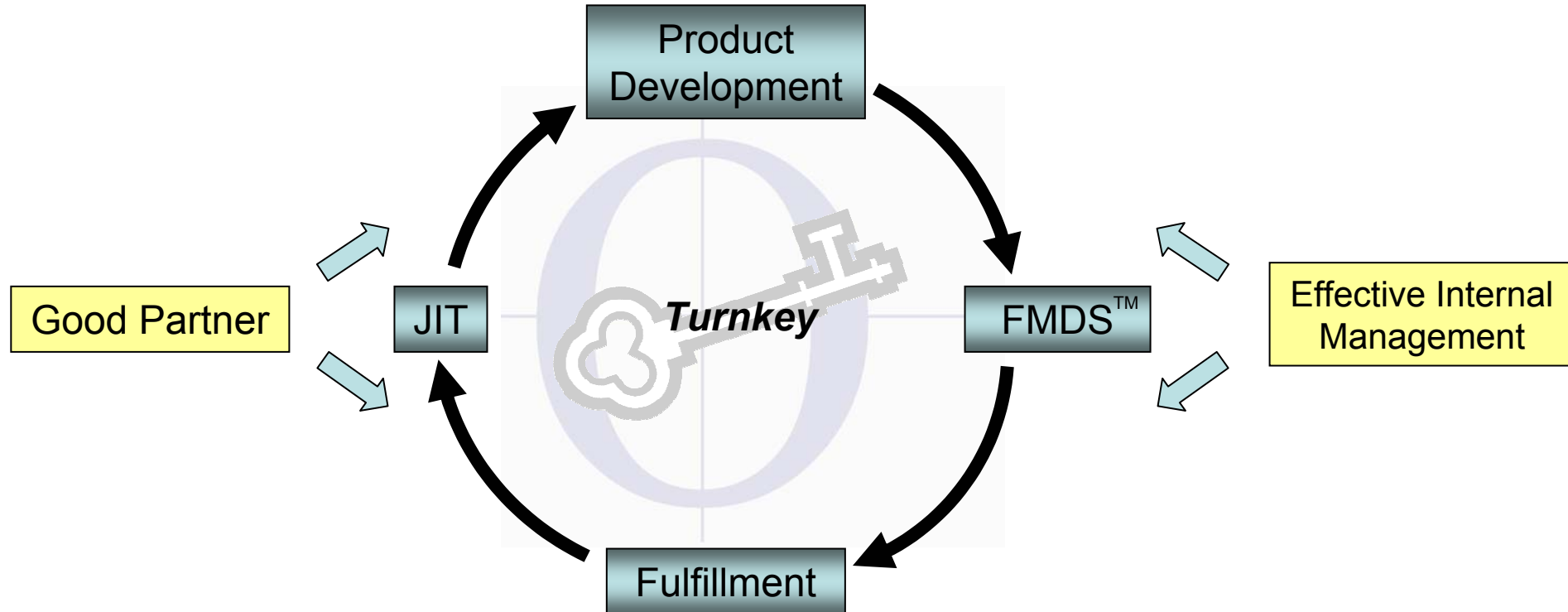
**•Responsibility:**  
- Product dev, mfg'g & sourcing in China  
**•Past:** China based positions ranging from VP to Ops Mgr, Dir. Procurement and supply chain consultant  
-Experience incl. consumer products, automotive, home & garden and electrical

**•Responsibility:**  
- Label & packaging business  
- Advisor on supply chain initiatives  
**•Past:** PWC supply chain strategist  
**•MBA Columbia, Finance**

**•Responsibility:**  
- Director of Fulfillment Business  
- Director of Global Manufacturing  
- Major acct responsibility

**•Responsibility:**  
- Global acct'g  
**•Past:** Senior acct't at Deloitte; Acct Resp:  
- Gov (i.e., Fed Reserve)  
-I-Banks (Morgan Stanley)  
**•CPA**

## In Summary...



***Coda provides a just in time turnkey solution, allowing its customers to focus on core competencies.***