

Door Manufacturer

CHALLENGE

Competition based on lower costs from Canada and China

In the two years prior to starting TAAF:

Sales Change: -26%
Jobs Change: 0%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach



Small companies sometimes see themselves as terms takers, but a lot of options exist in promotion and distribution these days.

SOLUTION

NWTAAC worked with management to review and advise on a strategy to focus on customization and quality.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested substantial additional funds to fully implement the strategy.

- Outside** * Website and Promotion Materials with Montana Art
- Expertise** * Website Upgrade and SEO with Jeff Gutterud

RESULTS

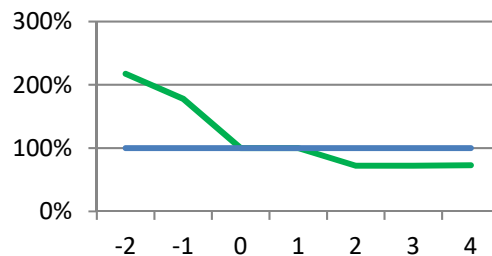
TAAF focused on increasing sales during a deep housing downturn. The company did not recover from the housing downturn and could not implement most of the strategy. The firm employed \$8,989 of TAAF assistance over 2 years.

Results from start of TAAF:

Sales Change: -27%
Jobs Change: 0%
Productivity: -27%

Table: Indexed SALES and JOBS by program year, TAAF start = 100% and year 0.

TAAF Usage: Limited
Status at Close: Company stabilized
Long-term: The status of the company is unclear



*Active for 2 years with 3 years of ongoing follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



NorthwestTAAC

1200 Westlake Ave. N., Ste 604
 Seattle, Washington 98109
 T: (206) 622-2730; F: (206) 622-1105
 www.nwtaac.org

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