Sporting Goods Manufacturer

CHALLENGE

Competition from low cost producers in China and Korea

In the two years prior to starting TAAF:

Sales Change:	-42%
Jobs Change:	-14%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office

Domestic companies usually have natural advantages in quality and ability to customize production

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SOLUTION

NWTAAC worked with management to review and advise on a strategy to focus on customer segments and communication.

Investment   NWTAAC secured approval for $29,000 for outside expertise with the company matching at 25% ($7,250). The company invested substantial additional funds to fully implement the strategy.

Outside Expertise
* Equipment Redesign with Superior Automation
* Advertising Design with Lyle Ruybalid
* Catalog Design with Woodward Creative
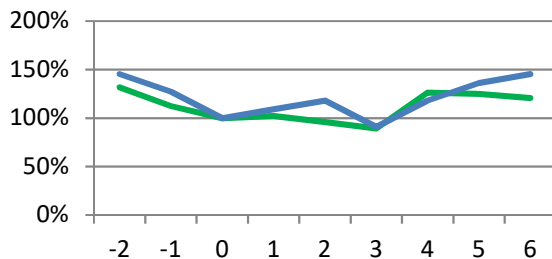* IT Training with Various Vendors

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RESULTS

TAAF focused on marketing and production capability. The Firm experienced steady growth. The firm employed $14,046 of TAAF assistance over 6 years.

Results from start of TAAF:

Sales Change:	32%
Jobs Change:	45%
Productivity:	-9%
TAAF Usage:	Partial
Status at Close:	Company expanded
Long-term:	Continued operation

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

*Active for 6 years with 3 years of 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.