

Luggage Manufacturer

CHALLENGE

Competition based on lower costs from China, mainly, also India and Taiwan



In the two years prior to starting TAAF:

Sales Change: -2%

Jobs Change: -10%

NWTAAC assisted company to prepare a petition for TAAF

Even in industries known as moderate skill level / labor intensive, astute marketing can secure a market position

Referred to TAAF by:

Local Economic Dev. Office

SOLUTION

NWTAAC worked with management to review and advise on a strategy to shift to sports market focus with customization and rapid design implementation.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested substantial additional funds to fully implement the strategy.

Outside * Website & Database Design with Software Outfitters

Expertise * Accounting Software Upgrade with Navigator Business Solutions

* Accounting System Upgrade with Northwind Computers

RESULTS

TAAF focused on website engagement and information systems. The company stabilized as it implemented its strategy. The firm employed \$43,686 of TAAF assistance over 5 years.

Results from start of TAAF:

Sales Change: -1%

Jobs Change: 7%

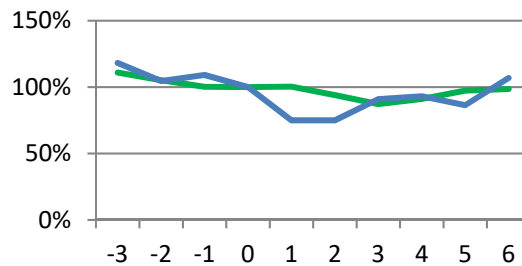
Productivity: -8%

TAAF Usage: Partial

Status at Close: Company stabilized

Long-term: Continued operation and growth

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



*Active for 5 years with 1 year 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.



NorthwestTAAC

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

Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

