

Personal Care Products Producer

CHALLENGE

Competition based on lower costs from Thailand, China, and other countries



The intense product and market knowledge of small business owners is one of their greatest strengths.

In the two years prior to starting TAAF:

Sales Change: -21%
Jobs Change: -50%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office

SOLUTION

NWTAAC worked with management to develop a strategy to develop and market a new, differentiating product.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested \$300,000 to fully implement the strategy.

Outside Expertise * Product Development with Holistique Consulting

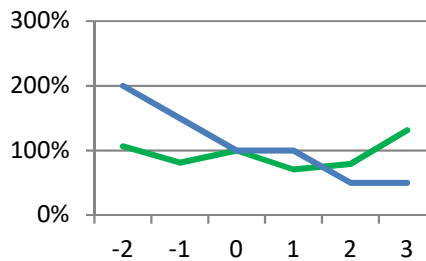
RESULTS

TAAF focused on new product development, which was critical to the company's future. The product was brought to market and sales responded quickly. The firm employed \$22,500 of TAAF assistance over 2 years.

Results from start of TAAF:

Sales Change: 31%
Jobs Change: -50%
Productivity: +163%

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



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

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued operation and growth

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.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

