Growing your business is our bottom line. We hear from you about your most pressing issues, and our Accelerate Cleveland Manufacturing (ACM) strategy finds the right partners and resources to address your barriers to growth.

“When Our Customers Went South”

**The Customer**
An established, $10M Northeast Ohio milling and machining company faithfully served two solid industrial markets for years, maintaining close relationships with key OEMs.

**The Issue**
A changing economy created new challenges. New orders were disappearing because demand was drying up. Forecasts were not good, and no one knew when the business would return. The company knew that it couldn't wait on the economy to recover—it needed to find new customers.

**The Solution**

**Market Diversification**
- Review the company’s current marketing initiatives and manufacturing capabilities.
- Combine this information with NAICS codes and names of competitors to conduct a market analysis to identify the biggest new opportunities.
- Determine up to three most promising markets, and perform a market analysis on each of these markets.
- Produce reports on market size, customers, competitors, and important features and trends.
- Provide a qualified list of the best potential new customers within a 300-mile radius.

**The Investment**
The milling company created two new roles to drive new business development, and an internal steering committee to monitor progress.

**The Results**
Within six months of starting the project, the company made contact with dozens of potential new customers. They had delivered 15+ quotes, closed several new orders, made back their initial investment, and projected a trend of ongoing growth over an 18-month period.

**Partnering Works. Do you need a partner to help make this happen?**
To learn more about cost-effective ways to enter new markets, or for ideas on how to overcome growth-limiting problems in your business, contact Ed Weston at EWeston@wire-net.org or 216.920.1965.

For more information, visit http://www.wire-net.org/manufacturingServices/accelerate-cleveland-manufacturing.aspx