

Sales, Marketing Strategy, Employee Development



Textiles Manufacturer

A manufacturer of tents, awnings, canopies, tension structures, and exhibit components in Kansas City, Missouri.

The Challenge

A tent and awning manufacturer in Kansas City, Missouri began receiving assistance from Mid-America TAAC in May 2011 to grow the capacity of its sales team, develop and implement a marketing strategy, complete a lead-based process review or custom production system to develop more efficient process flow, and create an Employee Development Program.

The Solution

The firm was awarded \$22,500 in TAAC funding which they matched to implement the following strategic projects:

- Extensively trained personnel on a new phone technology that integrates their phone system with their computers

- Upgraded training for new programs on their CNC router table
- Monthly leadership training for their newly appointed Operations Manager (first time position in their company)
- Contracted with a facilitator that provides guidance to the company's Strategic Planning Team

Results Since Program Entry

The company more than doubled their revenue from \$5 million to \$10.7 million. The company grew from 40 to 64 employees.



To take advantage of this TAAC funding opportunity, contact goBRANDgo!



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VISION