

Socket Manufacturing Company



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An electronic metering socket manufacturing company in Kansas City, Missouri.

The Challenge

The collapse of the housing market in 2007 posed a grave threat to the firm. It directly impacted their ability to survive. Additionally, cheaply made foreign electrical products, some copycat and with a clever reproduction of their logo, exacerbated the crisis.

The Solution

The firm was awarded \$75,000 in TAAC funding which they matched to total \$150,000 to implement the following strategic projects:

- An assessment of the firm's managerial team, including job responsibilities, pay scales and skillset
- Marketing strategies for new product lines, print and website materials

- Market research focusing on brand loyalty, purchasing behaviors and customers' perceptions of their products
- New website development for back-up power generation products
- A plant reorganization using lean principles and methodologies to improve operations (a project that absorbed the majority of the funding)
- Two system projects: developing customized billing software and data content and design

Results Since Program Entry

As a result of the TAAC assistance, the firm has weathered the storm, thrived, and reinvested the money to ensure the future of the company. They are making efforts to diversify into renewable energy products to ensure their future marketability.



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



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PASSION