

Trade Adjustment Assistance for Firms (TAAF)

Scale Model Manufacturer

CHALLENGE

Competition from low cost producers in China for off-the-shelf kits.



For consumer products companies, trade impact often arrives first at the big box stores, since they are the most price sensitive.

In the two years prior to starting TAAF:

Sales Change: 21%
Jobs Change: -10%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to review and advise on a strategy to focus on certain customer segments and seek acquisition.

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

Outside * Marketing Materials & Website with System

Expertise * Investment Plan with Higher Solutions

* Exhibit Design with gg=design

RESULTS

TAAF focused on marketing objectives and business planning. The products needed more powerful distribution through a larger company. The Firm was acquired after one year in TAAF. The firm employed \$18,654 of TAAF assistance over 3 years.

Results from start of TAAF:

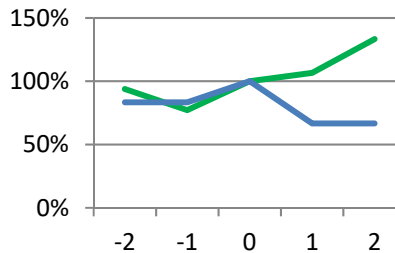
Sales Change: 33%
Jobs Change: -33%
Productivity: +100%

TAAF Usage: Full

Status at Close: Company acquired

Long-term: Continued operation under new owner

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



*Active for 3 years with 0 years 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.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

