

Trade Adjustment Assistance for Firms (TAAF)

Counter Tops Manufacturer

CHALLENGE

Competition based on lower costs from China



In the two years prior to starting TAAF:

Sales Change: -6%
Jobs Change: -22%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

The results of the TAAF projects are improved ability to access information for decision making, increased sales, and increased profit.

Company executive

SOLUTION

NWTAAC worked with management to review and advise on a strategy to reduce costs and improve marketing execution.

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 * Market Analysis with Market Accelerators

Expertise * Marketing Implementation with SD Enterprises, Databar, Grasley

* Production Analysis with SD Enterprises, Strickland, On Track

RESULTS

TAAF focused on marketing and information systems. The company returned to growth over several years. The firm employed \$22,500 of TAAF assistance over 6 years.

Results from start of TAAF:

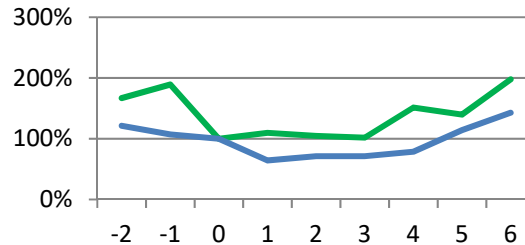
Sales Change: 98%
Jobs Change: 43%
Productivity: +39%

TAAF Usage: Full

Status at Close: Company expanded

Long-term: Continued operation and growth

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



*Active for 6 years with 1 year of ongoing 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



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest