

### Electronic Components Manufacturer

#### CHALLENGE

Competition based on low-cost from Vietnam and Malaysia and offshoring



Domestic producers can often develop advantages in service, quality, and delivery turn-around.

In the two years prior to starting TAAF:

**Sales Change:** 3%  
**Jobs Change:** -20%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office

#### SOLUTION

NWTAAC worked with management to document a strategy to focus on quality, service and rapid order fulfillment

**Investment** NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested \$360,000 to fully implement the strategy.

**Outside** \* Quality Registration with Orion Registrar

**Expertise** \* Website & Promotional Materials Design with Banik Communications

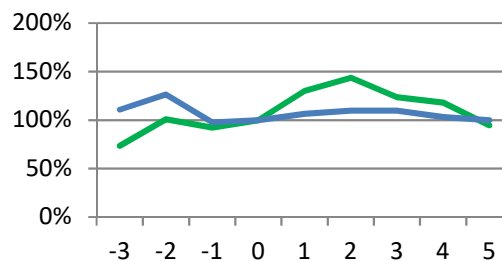
#### RESULTS

TAAF focused on marketing and quality systems. The company grew during the great recession and encountered further trade impact. The firm employed \$24,741 of TAAF assistance over 5 years.

Results from start of TAAF:

**Sales Change:** -5%  
**Jobs Change:** 0%  
**Productivity:** -5%

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



\*Active for 5 years with 1 year of follow-up

**TAAF Usage:** Limited  
**Status at Close:** Company stabilized  
**Long-term:** Continued operation

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.



### NorthwestTAAAC

1200 Westlake Ave. N., Ste 604  
 Seattle, Washington 98109  
 T: (206) 622-2730; F: (206) 622-1105  
[www.nwtaac.org](http://www.nwtaac.org)

### Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

