

Trade Adjustment Assistance for Firms (TAAF)

Manufacturing Services Provider

CHALLENGE

Customer base shifting low skill production to Mexico in particular



In the two years prior to starting TAAF:

Sales Change: -31%
Jobs Change: -10%

NWTAAC assisted company to prepare a petition for TAAF

The planning process was extremely valuable, we knew if we did not become more efficient we would not survive.

Referred to TAAF by:
 Internet search

Company Executive (about TAAF)

SOLUTION

NWTAAC worked with management to develop a strategy to focus on sales growth and new service segments

Investment NWTAAC secured approval for \$135,000 for outside expertise with the company matching at 50% (\$67,500). The company invested \$250,000 to fully implement the strategy.

- Outside Expertise** * Sales & Promotion Improvement with Konrad Consulting & other vendors
- * Quality System Registration with MQMS
- * Lean Practices with OMEP

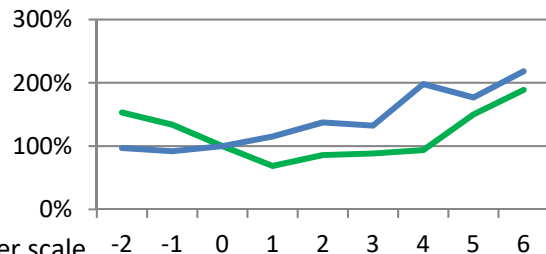
RESULTS

TAAF focused on sales and capacity building. The company implemented broad change affecting all operations which resulted in stabilization then rapid growth. The firm employed \$62,826 of TAAF assistance over 3 years.

Results from start of TAAF:

Sales Change: 89%
Jobs Change: 118%
Productivity: -13%
TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued growth and stability at a larger scale

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



*Active for 3 years with 4 years 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

