

Testimonial:

“AKA and EKCEP have worked with MJ&M from the very beginning of this research opportunity to recommend changes that will increase our sales, improve our inventory and satisfy our customer’s needs. AKA was invaluable in identifying qualified growth opportunities that will help us sustain our improvements. It has been a real pleasure working with Ian Moores, from EKCEP and George Biggs from AKA.”

“The information provided from AKA’s research forecasts the revenue generated by the Hose and Belt Manufacturing industry will increase at an annualized rate of 1.1% to \$5.8 billion over the next five years. The website, new markets and new customers will allow MJ&M to be an active part of this revenue spike.”

Chad Alexander, Production Manager
M J & M Sales and Repair

Company Profile:

MJ&M Fabrication & Repair provides high quality, custom hoses and parts either picked up at the company or now that can be ordered through their web site www.MJandM.com. MJ&M provides new hoses or repairs hoses to their original state.

Situation:

Being a company that heavily depended upon the coal industry, RTW has seen a significant decline in business over the past 5 years, necessitating layoffs and diversifying their product offerings.

Solution:

MJ&M joined a consortia of east Kentucky manufacturers created by the East Kentucky Concentrated Employment Program (EKCEP) who partnered with the Advantage Kentucky Alliance (AKA) to help participants identify, vet and implement opportunities allowing for a sustainable future.

AKA provided MJ&M research, training, and hands on company-centric activities allowing them to gain a solid foundation of Growth Management principles and philosophies that will allow MJ&M to apply growth principles in their business entities. The program also provided MJ&M a website to list all the parts in the warehouse and list the service provided for hose manufacturing or hose repair.

The program was broken up into 2 phases. Phase 1 was an understanding of the Company’s true assets and capabilities. Phase 2 was a deep-dive uncovering potential new business ventures and growth opportunities based upon the Company’s capabilities as well as implementation of New Ecommerce Website.



Direct Results:



The New Website highlighted MJ&M’s ability to manufacture a quality hose to specification from material in stock. To manage inventory and assembly from a localized interaction 24 hours a day 7 days a week, and to have real time customer requests for quotes. Posting images of products and specialized hoses generated 50% more customer leads than a product and hose list without an image



AKA identified 17 new potential markets



Out of 28 potential customers contacted AKA identified 7 new customers that were interested in MJ&M as a new vendor



Increased sales from new customers identified and the new website, MJ&M’s annual sales are projected to double