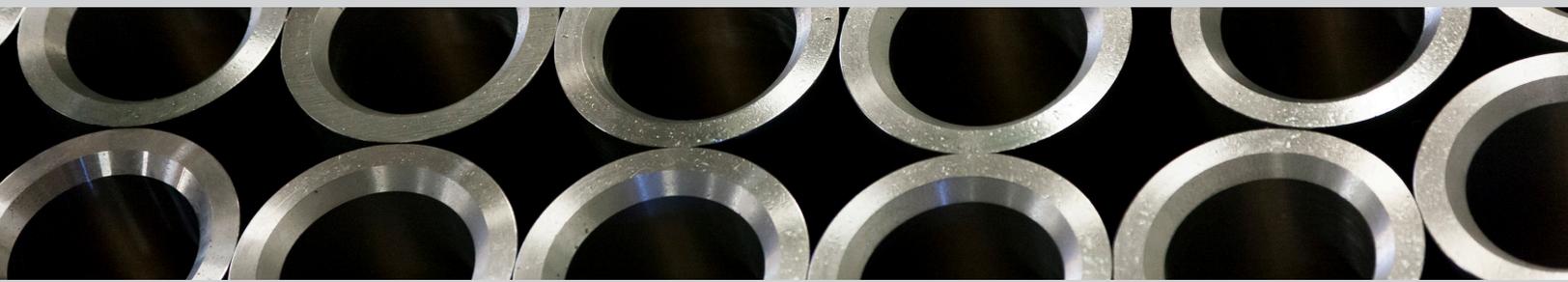




Growth Programs

One of the most accurate indicators of a healthy business is profitable growth. Achieving sustained profitable growth allows manufacturers to make capital improvements, invest in employees, and take a leadership role in their communities.



Manufacturers' growth objectives are achieved through the implementation of customized growth plans that may include:

- Product Differentiation & Innovation
- New Product Development
- Domestic Market Expansion
- Global Market Expansion
- Market Research
- Marketing Plan Development & Implementation

Questions we can help address:

- What product features or services will add value?
- What types of products and services should we add to our current offerings?
- How can I overcome my reliance on a few key customers?
- How can I exceed customer expectations without eroding my margins?
- How can I sell my products internationally?
- What can we learn from current and prospective customers that would enhance our value proposition?
- What marketing tactics will be most effective in growing my business?

We're successful because we want the same things you do including:



Cost & Efficiency - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



Growth - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



Winning Culture - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



Certification & Compliance - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of experienced manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.



WISCONSIN MANUFACTURING
EXTENSION PARTNERSHIP

We're here for the makers, for the creators, for the craftsmen. For the visionaries. For those who work late nights and early mornings. For those who sweat every detail to make sure that what they make is perfect every time.

We're here to help businesses become more competitive. More efficient. More powerful.

We're here to help companies grow, creating more jobs and providing a stable base for their communities.

We're here to roll up our sleeves and get to work. Because we know it is not enough to have ideas. You have to act.

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Contact us today for more information, with no obligation, at 877-856-8588, email: wiora@wmep.org or www.wmep.org