

# UNLIMITED SERVICES FOCUSES ON THE CRITICAL TO GROW THEIR BUSINESS

## Company Profile:

Unlimited Services is a privately held company established in 1982 with headquarters in Oconto, Wisconsin, where it has 225 employees. The company is a manufacturer of custom wire harnesses and control panel assemblies for off-road, emergency, heavy duty truck, communications and specialty vehicles. Through acquisitions, two facilities in Illinois and Mexico were added. The Illinois plant was consolidated into the Oconto facility in 2016. A second plant in Mexico was added in 2019. Overall, Unlimited Services has 820 employees across all of its facilities.

## Situation:

Unlimited Services' relationship with WMEP Manufacturing Solutions dates to 2004 with a lean/continuous improvement engagement. The most recent series of engagements began in 2015 with a market analysis and diversification for the company, which was negatively affected by a downturn in defense contracts. Through analysis of its customer base and verticals, a growth strategy was created to develop and enter new markets. The company had focused on the day-to-day activities to meet orders and customer demand and had a very few metrics focusing on leading indicators that drive the business.

## Solutions:

The company had been using the Traction EOS management tool. Recognizing that EOS is not a long-term strategy development tool, WMEP worked with Unlimited's management team to develop a robust strategic business plan with vision, mission, values and a business-wide strategy deployment system. As a result of success from the 2017 work, WMEP again worked with Unlimited in 2019 to enhance the strategy to encompass a broader vision. WMEP utilized a customized blend of growth models to develop a strategy that would grow the company's top and bottom lines.

## Results:

- Key Performance Indicators were developed and tracked
- A vision strategy was created and communicated throughout the organization and incorporated into the company's website.
- The executive team was trained to utilize a very specific customized growth model developed by WMEP to focus on critical initiatives to grow the business, which enabled the organizational team to focus its time and resources on initiatives that had positive impacts on the business.

**"Keep doing the work you are doing."**

*Rod Drummond, President - Unlimited Services*

