



Eye-opening Moment for Strategic Planning

End Results:

- \$1,000,000 new sales
- 6 new jobs
- \$650,000 in new equipment

Company Profile: Precision Coating Technology & Manufacturing (PCTM) located in Denver, PA with 25 employees is a specialty coater that uses powder, liquid dip and Fluorocarbon coatings on metal fabrications. PCTM now specializes in all sizes production releases any size parts. They offer full service assistance from help in design specifications to material selection and pickup/delivery.

Situation: In 2011, PCTM's #1 customer was in the midst of being bought out by a large organization. This had the potential to be huge loss in sales. PCTM leadership determined that strategic planning was needed to address the strengths and weaknesses of the organization. The company turned to MANTEC, a NIST MEP affiliate, to assist with business strategy and act as an executive business advisor.

Desired Results and Deliverables: MANTEC's strategy team was selected to provide a business scan and strategic planning readiness assessment. The assessment identified the type of strategic planning process needed as well as areas for emphasis based on the current situation, opportunities and future needs. It was an eye-opener to the owner and provided fresh insights.

The strategic plan identified the need to focus on top line revenue growth through attention to market development and the most effective method to sell in these markets. Three year goals were set including new products and services and a focused sales effort.

PCTM did not lose their #1 customer, although sales were cut by 75%. As a result of the plan, PCTM purchased a conveyerized powder coating line from a retiring business owner to address new products and services. Additionally, the company is conducting lead generation, using a MANTEC consultant, in which additional sales are expected. The company is in a much stronger position to handle order fluctuations and continue to grow the business.

“Precision Coating Technology & Manufacturing values MANTEC’s advisory role for our organization. MANTEC listened to our business concerns and recommended strategic planning to focus on top line growth. Their dedication and knowledge of manufacturers is unmatched. I would highly recommend their services to anyone who is searching for new direction in any facet of their business.”

~Tim Kissling, President of Precision Coating Technology & Manufacturing

To set up your Strategic Planning contact your Professional Business Advisor directly or MANTEC at 717-843-5054

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