



# MI-SBTDC Business Assistance for Manufacturers



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# MI-SBTDC Assistance to Michigan Manufacturers

	2006	2007	2008	2009 Q2	TOTAL TO DATE
<b>UNDER 25 EMPLOYEES</b>	458	422	466	392	1738
<b>OVER 25 EMPLOYEES</b>	134	107	115	47	403
<b>TOTAL ALL MFG SERVED</b>	592	529	581	439	2141

## Type of Assistance Typically Provided to Clients by SBTDC :

- Business Plan Development
- Accessing Financing
- Financial Analysis
- Cashflow Work
- Strategic Planning
- New Market Development

# Manufacturing Clients Served Across the State

	2006	2007	2008	2009 Q2
Region 1 – Upper Peninsula	31	24	51	53
Region 2 - Traverse City	19	29	32	28
Region 3 - Alpena	22	17	15	21
Region 4 - Clare/Mt Pleasant	12	18	21	27
Region 5 - Midland/Saginaw	50	40	34	30
Region 6 - Flint/Lapeer	59	52	71	46
Region 7 – Grand Rapids/Holland	61	64	74	53
Region 8 - Lansing	19	22	36	51
Region 9 - Detroit	70	56	62	54
Region 10 - Macomb	186	140	120	40
Region 11 - Kalamazoo	40	37	38	20
Region 12 - Ypsilanti/Ann Arbor	23	30	27	16
Total	592	529	581	439

# Services for Growth Group (G2)

## Step 1: Assess and strengthen company

- Strategic Needs Assessment
- Financial Analysis – Fiscal Fitness
- Organizational Development

## Step 2: Assess future growth opportunities

- Strategic Actioning
- Marketing Growth Plan
- Process Improvement

## Step 3: Implement growth plan & monitor

- Monitor and Analyze Metrics
- Implementation Accountability
- Leadership Coaching

# Strategic Needs Assessment

- Anonymous answers to 90 questions in 9 business areas:
  - Management Vision
  - Marketing
  - Finance
  - Operations
  - Implementation
  - Human Resources
  - Information Technology
  - Evaluation and Control
  - Recent Changes
- Results highlight staff perceptions of the following:
  - Business areas of importance
  - Agreement in priorities and company strengths
  - Areas to focus improvement efforts
- Benefit: Initiates conversation regarding business activities opportunities and challenges, and setting short term goals

# Financial Analysis

- Analyze data from financial statements for past 3-5 years:
  - Profitability and Margins
  - Working Capital and Inventory
  - Asset Turnover
  - Cash Flow
  - Return on Assets
  - Interest and Debt Service Coverage
- Benchmark company against industry financial ratios
- Identify performance opportunities - “What If” and scenario building
- Benefits: assess company ‘s financial health and increase understanding of opportunities to improve financial position

# Strategic Actioning

**Series of exercises determining where you want the company to be in 3 years**

## Step 1: Think strategically

- Mission and Vision Statements
- Strengths, Weaknesses, Opportunities and Threats (SWOT) exercise

## Step 2: Prioritize resources & develop implementation plan

- Identify Company Key Characteristics and Strategic Objectives
- Evaluate Initiatives for growth and operations improvement
- Develop Implementation Plan and Metrics

## Step 3: Implement plan & monitor metrics

- Implement plan and metrics
- Refine and improve efforts
- Monitor progress

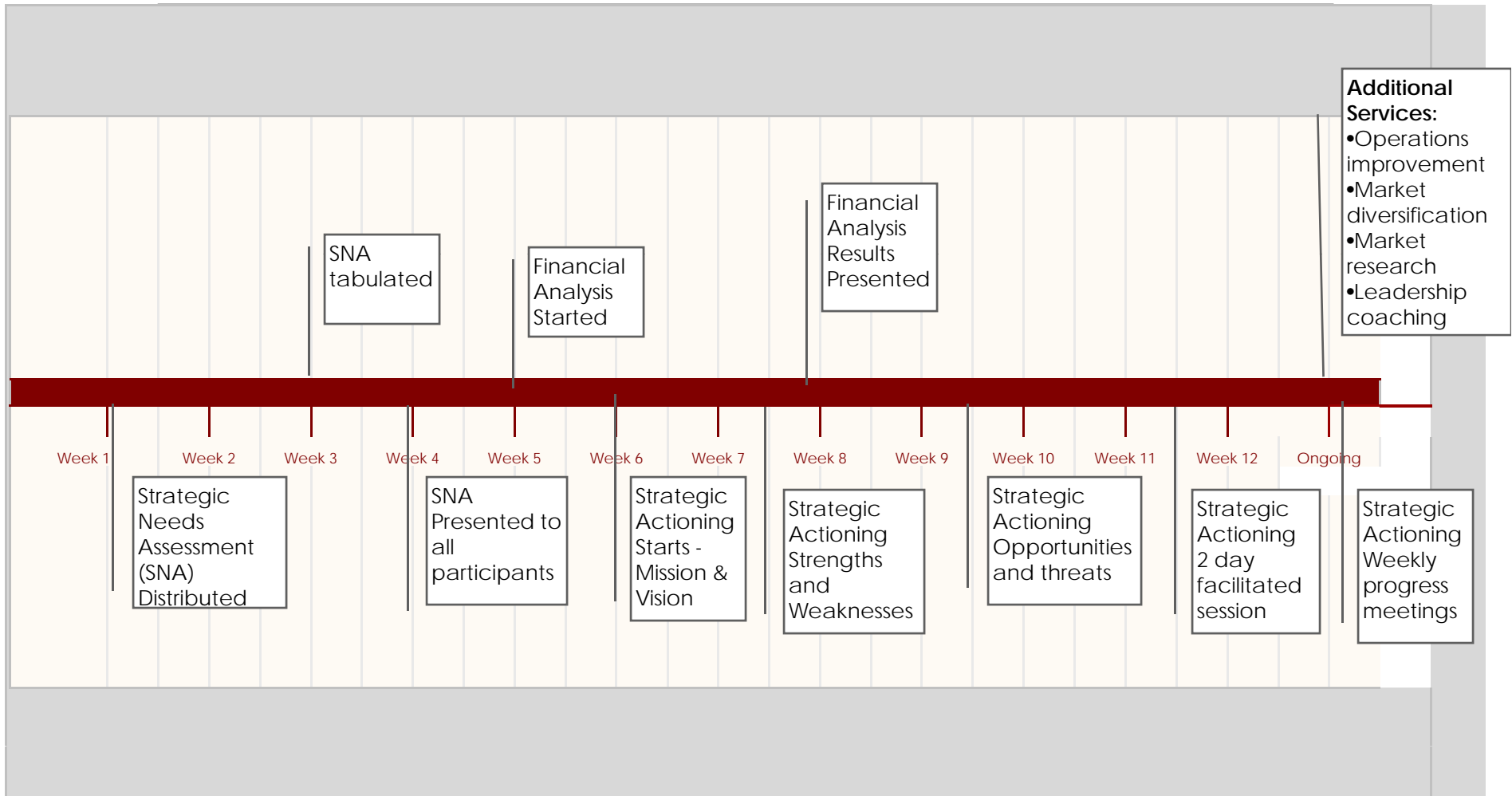
**Benefit: achieve consensus on what is important for the company to accomplish**

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# G2 Time Commitment

Tool	Client Time Commitment (Estimates)
Strategic Needs Assessment (SNA)	1 hour prep, ½ hour per person to complete survey, 2 hour delivery to participants
Financial Analysis	1 hour prep, 2 hours delivery
Organizational Development	Varies by company
Strategic Actioning	1 1/2 days – for all selected participants plus prep time
Balanced Scorecard	Varies by company
Dashboard	Varies by company

# G2 Timeline



# G2 Specialists

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# Why MI-SBTDC ?

- You're unsure what industry to pursue
- You're a small company without a big management team
- You need to get a handle on the financial side
- You need to understand strategic planning process
- Your systems, processes, and communications need structure
- In short: We help prepare your company and management to work with Industry Experts in Aerospace, Med Devices, defense, etc.