

## Testimonial:

*"AKA worked with the PPI Team to develop a universal business strategy that the entire PPI Team is excited about and more importantly, understands how THEY will contribute toward their future success."*

**Tom Wilson, President  
Phoenix Products, Inc.**

## Company Profile:

PPI operates facilities in Mc Kee, and Annville Kentucky. Manufacturing programs are executed at our Kentucky facilities in the 5th Congressional District. These facilities are focused on machining, sheet metal fabrication, chem conversion, CARC, painting, electrical/mechanical assembly, and are where all our Aerospace Components and SSCs are manufactured. We can bend and process single sheets up to 40 feet in length. PPI has over 50,000 square feet of facilities located on 75 industrial acres at our Kentucky sites. This includes all of the equipment and infrastructure to manufacture these components.

## Situation:

Phoenix Products, Inc. (PPI) did not have a written and developed Business Strategy for future success that was universally understood by the senior management team, not to mention our general workforce. With no developed strategies, resources were being over taxed, creating longer lead times, quality issues, and also created an unclear decision making process overall.

## Solution:

The senior management team of PPI participated in five 4-hour strategy sessions over 8 weeks. Engagement included developing an in-depth SWOT analysis, collection of data to support potential strategies, unanimous agreement by the PPI team of the top 5 Strategies for future growth/sustainability, and organized goals/milestones for implementation over the next 12 months.



## Direct Results:



**A Documented Business Strategy with 3 Year Implementation Path**



**Team Building for 15 PPI Senior Management Staff**



**Developed 5 Core Strategies**



**Developed 21 Operational Strategies**



**Developed/Planned over 71 Implementation Activities**