



Testimonial:

"What Advantage Kentucky Alliance did in two weeks would have taken me six months and tens of thousands of dollars to achieve. This is a very powerful, focus-driven organization that puts all of the needed resources into growing your business."

Shane Wallingford, Owner/President
JSB Industrial Solutions, Inc.

Company Profile:

JSB Industrial Solutions manufactures ball mills and offers custom laser parts and metal fabrication services for the pallet industry. The new business officially opened on January 1, 2014 after three years of startup planning. Based in Tollesboro, Kentucky, JSB Industrial Solutions will bring jobs and economic development to Lewis County, a region deemed distressed by the state's economic development department. JSB currently has five full-time employees and one part-time employee.

Situation:

The Lewis County Economic Development Agency helped establish JSB Industrial Solutions, working with the founder to purchase a manufacturing business that could be relocated to his hometown of Tollesboro. The agency engaged Advantage Kentucky Alliance, a NIST MEP affiliate, for assistance in getting the start-up off the ground. Now the company needed to identify potential markets as well as immediate and long-term revenue opportunities. JSB was in the process of engaging a high-value customer and needed to identify suppliers and build a viable and sustainable sales model.

Solution:

Experts from Advantage Kentucky Alliance began a modified version of a technology-driven market intelligence (TDMI) and technology scouting (TS) project with JSB Industrial Solutions. First, they helped JSB locate a supplier that met the company's price point. After an exhaustive search for domestic suppliers, they finally found two overseas suppliers that came in well below the price needed. They also identified an import broker and freight forwarder with low prices, securing an even higher profit margin. Next, Advantage Kentucky Alliance helped the company find over a dozen industries in need of laser cutting, narrowing down the list to those that best fit JSB's capabilities. Since the start-up was lacking a sales force, Advantage Kentucky Alliance recommended engaging manufacturer's reps in different regions who could vouch for JSB's services through their established customer networks. The company identified over 100 manufacturer's reps, finally settling on four of them. It also reached out to design and engineering firms with customer relationships and found several end user customers.



Direct Results:



\$65,000 in revenue in first 6 weeks



Generated \$400,000 in first year from one customer



\$12K to \$15K in cost savings



Added 5.5 employees and 4 manufacturer's reps



Identified 5 significant customers, 2 distributors and 2 suppliers

