

BUSINESS GROWTH.



Identify solutions & grow your business

Finding the best opportunities for business growth and improvement can be a challenge for any manufacturer, especially when running your organization doesn't leave you much time for marketing and business development.

Our business growth consultants help you by utilizing their extensive knowledge and strategic expertise to enable you to reach your goals, whether you're looking to expand your current market or diversify your customer base.

WHO WE ARE

At **CONNSTEP**, we provide business consulting services that focus on identifying opportunities for growth, improving productivity, and ensuring our clients remain competitive in evolving market conditions.

We are focused on helping small and mid-sized manufacturers generate business results and thrive in today's technology-driven economy.

HOW CONNSTEP CAN HELP YOUR BUSINESS

-  *Increase top-line growth*
-  *Improve profitability*
-  *Get the best return on your marketing investment*
-  *Identify the best new market opportunities*

Growth Services



- BENCH-MARKING & ASSESSMENTS
- BUSINESS DEVELOPMENT
- STRATEGIC MARKETING
- STRATEGIC PLANNING
- MARKET RESEARCH
- WEBSITE DESIGN & DEVELOPMENT
- NEW PRODUCT DEVELOPMENT
- WEB & SEO OPTIMIZATION

Another **CONNSTEP** Success Story

SCHWERTDLE STAMP COMPANY

Bridgeport-based Schwerdtle Stamp Company, manufacturer of tools, dies and fixtures, partnered with CONNSTEP to build a strategic plan around the use of technology for customized gripper fingers for use by robots in automated assembly operations. The company focused on the tooling used in the plastics industry for decorating and assembly including tools for hot stamping, heat sealing, and thermal-forming. By targeting a new market – silicone molding bonded to aluminum – and improving operations, Schwerdtle has grown its customer base, reduced costs, created and retained jobs, increased sales, and invested in ongoing training of their highly skilled engineers, CNC programmers and machinists.

Results for **SCHWERTDLE STAMP CO.**

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JOBS CREATED &
RETAINED

\$400K

INCREASED SALES

\$300K

COST & INVESTMENT
SAVINGS

\$590K

INCREASED INVESTMENTS



"In my opinion, small manufacturers are missing a real understanding of the crucial need for a new approach to business development that includes technology scanning and management of technology in addition to the more typical business practices of strategic planning, SWOT analyses and sales and marketing activities. The extensive industry experience that CONNSTEP's consultants possess, helps them offer real value to manufacturers that goes far beyond training."

KATHY SAINT, PRESIDENT
Schwerdtle Stamp Co., Bridgeport, CT