

MANUFACTURING SUCCESS

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The Belfry

CONTENTS

- **To succeed – businesses need to understand what they are good at.**
- **Business Strategy**
- **New Product Development**
- **How MAS can help**

A KEY AREA FOR SUCCESSFUL GROWTH

- **Successful Small & Medium sized businesses growth because they have a clear view of what they are good at and continually look to improve their offer.**

BUSINESS STRATEGY

- In 2009 MAS ran in the West Midlands a project to assist Automotive companies survive the recession.
- One key area was to help them with strategic development.
- There was a very strong message that came out of this project – it was startling how many companies did not know why customers bought from them.
- Without a clear understanding of unique selling position (USP) businesses floundered.
- So take a long hard look at what differentiates your business.
- An example :-

A local manufacturer of furniture – were selling their capability to turn round orders in a very short timescale – but the key customer didn't need this.

What they did want was the ability to change over colours with little notice – identifying this USP helped the business to double in size over three years.

NEW PRODUCT DEVELOPMENT

GRILLSTREAM – A LOCAL SUCCESS

- Picture the scene – a summers day, cloudless skies and a Barbeque awaits.....
- Often meat can get “flame grilled” accidentally due to excess fat dripping from partially cooked meat onto hot coals.
- Grillstream – an SME based in Great Barr identified a potential solution to this perennial problem.....
-but didn’t have the capability to successfully take the invention to market so approached MAS



What the family want....
What the family get....



GRILLSTREAM – A LOCAL SUCCESS

- How MAS helped :-
- Idea came out of individuals from an existing business – Dynamic Technical Products.
- Identified clever invention for a “smokeless barbeque” and filed initial patents.
- Needed help to get to the next stage – they needed to know “is it worth supporting the product”
- Building the Business case.
- Design & Development - 2D & 3D CAD models.
- Testing & Validation - “virtual sell”, & prototypes
- Business Ramp Up - Advised on licensing deals
- Helped develop a “kettle” version for UK sales.
- Found sources for tool making & manufacture in the West Midlands.
- Future - opportunities to develop the product for indoor grilling.



A ONE OFF OR CAN THIS BE REPEATED?



Tails (*Digbeth*) – a bar quality cocktail

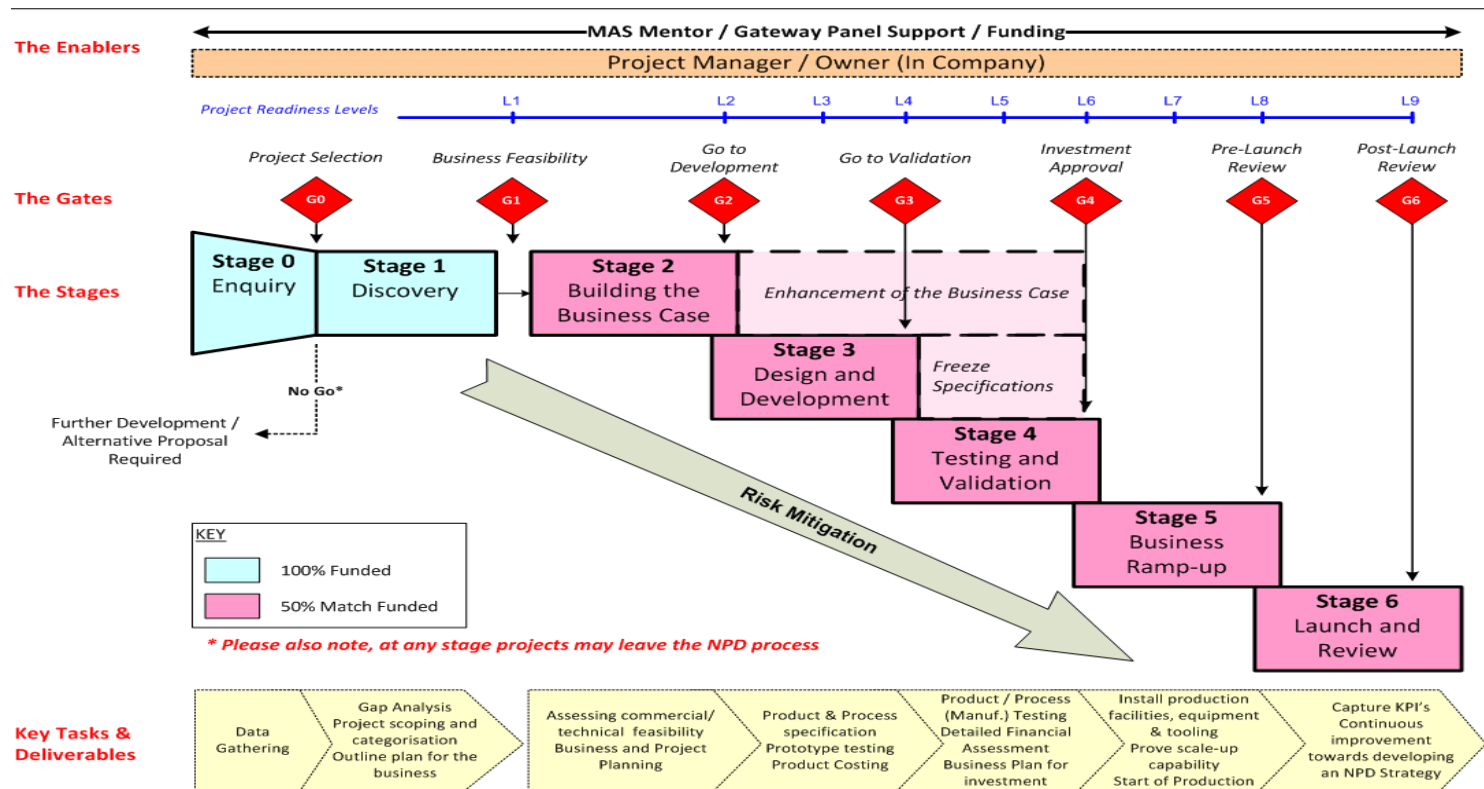


Gekko (*Kenilworth*) – an innovative LED low energy, high quality spotlight



Metrasens (*Malvern*) – a development of Qinetiq technology to prevent accidents in MRI Scanners

STRONG PROCESSES ARE REQUIRED TO MAXIMISE THE CHANCES OF SUCCESS.

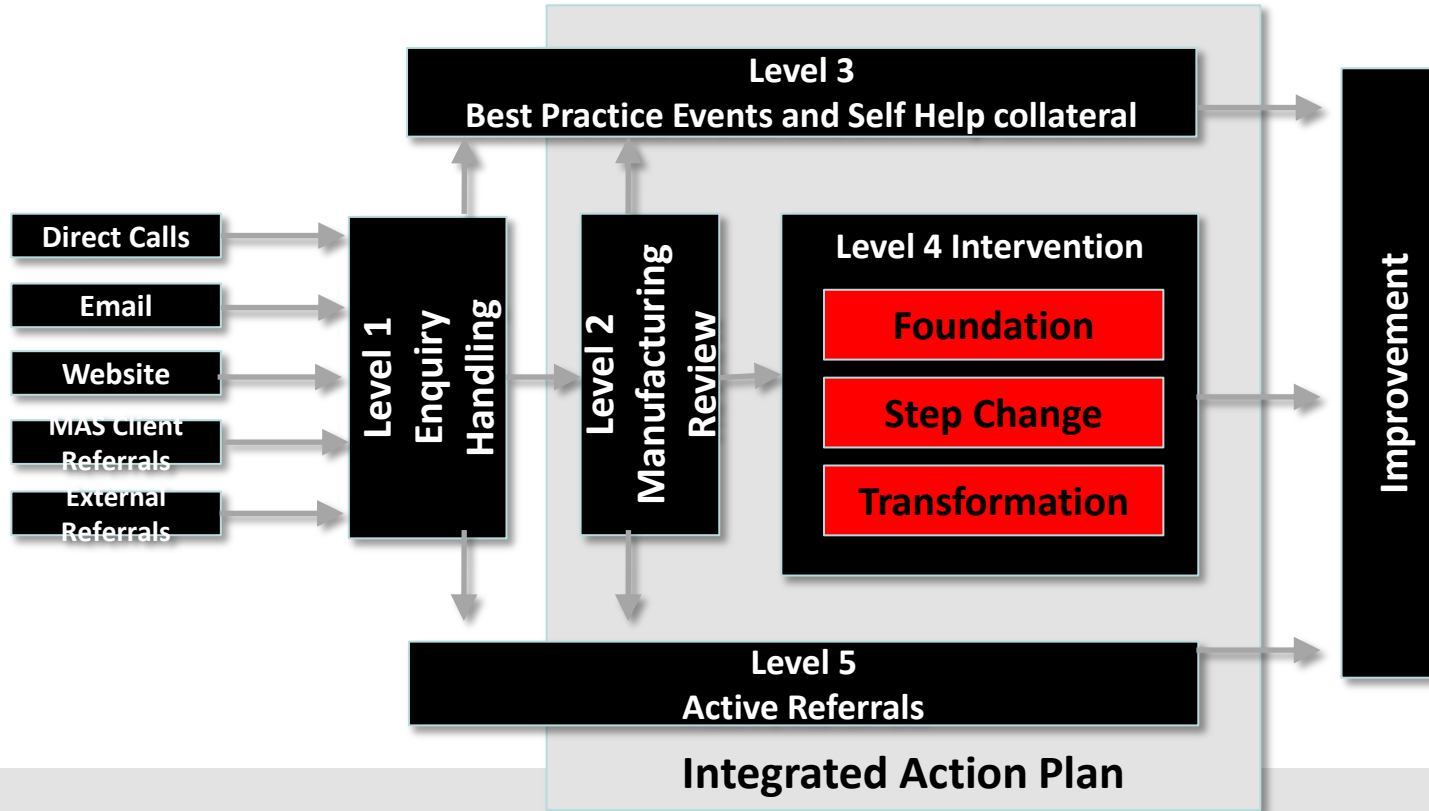


SO HOW CAN MAS HELP?

THE NEW MAS SERVICE

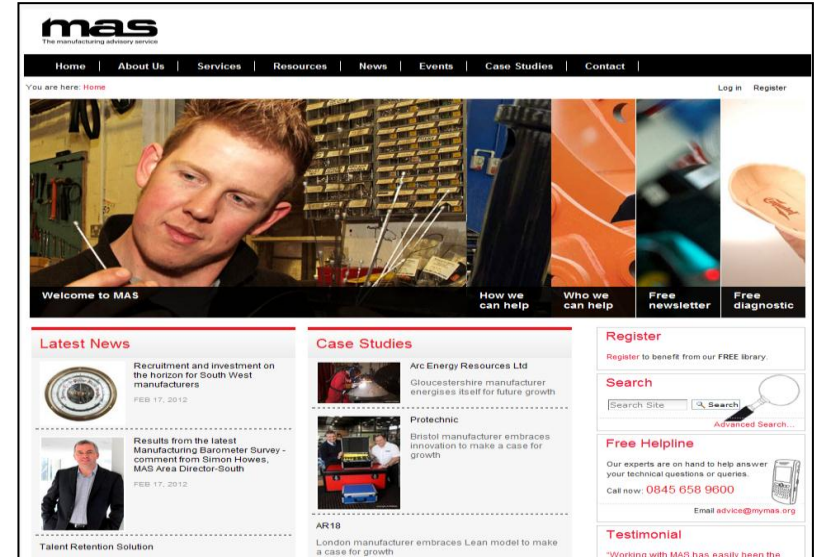
- **A national service to all manufacturing businesses in England from 1st January 2012.**
- **Built upon the foundations of a successful service.**
- **Single common delivery model.**
- **Nationally co-ordinated, locally delivered.**
- **Delivering strategic and technical support to SMEs.**
- **Driving Business Growth – through**
 - Strategy Development
 - New Product Development
 - Productivity Improvement
 - Supply Chain Improvement
 - Low Carbon Markets

CLIENT JOURNEY



HOW TO CONTACT MAS

- National Helpline Number
- 0845 658 9600
- Website
- www.mymas.org
- Twitter @mymas_mfg





The screenshot shows the MAS website homepage. At the top, the MAS logo is displayed with the tagline 'The manufacturing advisory service'. Below the logo is a navigation menu with links for Home, About Us, Services, Resources, News, Events, Case Studies, and Contact. A secondary navigation bar includes 'You are here: Home', 'Log in', and 'Register'. The main content area features a large banner image of a man in a workshop, with text overlays: 'Welcome to MAS', 'How we can help', 'Who we can help', 'Free newsletter', and 'Free diagnostic'. Below the banner are four columns of content: 'Latest News' with two articles (one about recruitment and investment, the other about survey results), 'Case Studies' with two articles (one about Arc Energy Resources Ltd and one about Protectnic), 'Register' with a call to action to benefit from the FREE library, 'Search' with a search bar and 'Advanced Search' link, 'Free Helpline' with contact information (0845 658 9600 and email advice@mymas.org), and 'Testimonial' with a quote: 'Working with MAS has easily been the...'

THANK YOU



for manufacturers

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