

# Developed 3-year corporate strategy for equipment company → 25% CAGR

## INDUSTRIAL

### Situation

- A middle market tool and test manufacturer with high growth sought to develop a strategy to increase their market share
- The company's growth was primarily driven from their entrepreneurial nature and innovation in the market
- The company was profitable with 15% CAGR since 1990 and high sales growth

### Actions

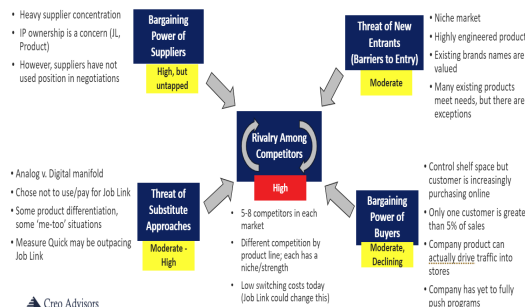
- Constructed Comprehensive 3-year strategic plan
- Leveraged quantitative and qualitative data to drive actionable insights
- Comprehensively analyzed company data relating to customer, market, channel, product, country and financial
- Investigated and shaped the company's mission, vision, core values while analyzing their competitive position/differentiation, and key trends in the market
- Surveyed customers to uncover buying behavior brand perception, etc.

### Results

- Developed a comprehensive strategic journey with a 15% CAGR 2019-2022 – company significantly exceeded plan
- Designed journey to double revenue in six years, but instead doubled in three
- Significantly improved go-to-market
- Maintained solid double-digit EBITDA
- Elevated talent across business units

"5-forces" strategy analysis tells us we must stay on top of key challenges

Key takeaway – create more differentiation



### Vision, Mission, Cause and Strategy Align

Be the backbone of industry professionals in our domestic and international target markets.

**Mission** Deliver the best industry solutions through leading innovation with amazing customer service to make the industry professionals job easier, faster and better

**Cause** We increase energy efficiency and comfort



Management has a path to grow a larger business a % CAGR with % EBITDA

