

Testimonials

Strategic Business Planning

"MRC really spent a great deal of time with us to understand our business and help us with the vision and tools to turn our business around . . . [They] helped us gain a better understanding of the bigger marketplace and how to focus on our strengths. They also helped us create **Strategic Business and Action Plans** to improve our business practices and focus on the most profitable market segments."

- Jeffery Schucker, President, Bailey Wood Products, Inc.

Market Analysis

"We were pleased with the **Market Analysis** project. Along with staff interviews and secondary research, the report gave us feedback from customers in a way that we sometimes can't get face-to-face. Their researcher understood business and marketing, and suggested specific ways we could improve our product offerings. We even invited him to present his findings to our sales force; that's proof it was good."

- Ray Wright, Vice President, Marketing, NovaTech, LLC

Product Innovation

"What surprised me the most . . . was the level of creativity, pure scientific knowledge, and skill that MRC helped make happen. I would have never known about the **Integrated Product Development** program without them."

- Bill Wydra, Jr., President, Ashland Technologies, Inc.

Market Development

"MRC was our starting point for a key **Market Development** initiative. They created a list that defined our market universe and worked within strict parameters to focus that list in order to give us a clear understanding of the competitive landscape."

- Ed Graefe, President, S&W Metal Products

Sales Development

"The best attribute of the **Sales Development** project was the way it enabled us to focus on the sales process; we're now moving forward with efforts to grow our top line."

- Dick Bashore, President, Reading Electric

Strategy Development

". . . MRC has helped with various **Strategy Development** efforts, including improved alignment both within our management team and between management and our hourly workforce. That alignment contributed to measurable sales increases: 23% from 2005 to 2006, and an additional 10% between 2006 and 2007."

- Louis DiRenzo, President and General Manager, Puritan Products, Inc.