



WISC Research Supported Successful Market Diversification

G & G Machine Case Study

G & G Machine (Kaukauna, WI), a CNC machine shop that specializes in manufacturing machined castings and precision components for pumps, valves and high speed rotating equipment, was 70 percent dependent upon one major customer. They were looking to develop a plan to diversify their customer base. **Market research was needed to help identify new potential markets, OEM customers, and customers' needs in the machined high speed rotating-parts markets.** This customer diversification would help G & G Machine expand their sales potential and establish growth projections.

Assisting G & G Machine with the development of their growth plan, the Wisconsin Manufacturing Extension Partnership (WMEP) asked the Wisconsin Innovation Service Center (WISC) to research new market opportunities in four markets: oil and gas, alternative energy, water technologies, and rail equipment. In addition to researching market size, growth patterns, and major players, a set of questions was developed to gain insight into the markets of interest based on interviews with representative experts. **The outcome of this research was to provide actionable market insights for G & G to develop a go-to-market strategy for the newly identified markets.** Implementation of the strategic research insights empowered them to achieve their growth objectives.

WISC compiled an in-depth report for this market assessment based on the information provided from industry representative interviews and secondary research. **This research was used as the basis for G & G and WMEP to strategize where to anticipate new business and where to place new investments.**

Knowing which markets offered the best opportunities for growth enables G & G leadership to allocate resources wisely and achieve sales growth. **"Despite the downturn in the economy, G & G Machine is targeting new customers and new industries to achieve 5% over the existing sales projections,"** said Doug Bengson, General Manager.

"We are very happy with the research and excited to see G & G Machine using it as a basis to effectively diversify its markets and grow its business," added Mike Quill, Marketing Specialist with WMEP.

WISC is a business outreach center of the University of Wisconsin-Whitewater College of Business and Economics, the largest business school in the state of Wisconsin. The WISC center director designs and oversees custom research projects conducted by university student researchers and analysts. WISC market research provides insights for key business decisions from startup to expansion. Learn more at uww.edu/wisc or email innovate@uww.edu.