



WISC Market Expansion Research Supported Double-digit Growth

HUI Manufacturing Case Study

Located in Kiel, WI, HUI Manufacturing designs and manufactures custom products, including medical, industrial, and computer carts, equipment, and enclosures. Offering sheet metal fabrication, powder coating, assembly, as well as engineering and design services, they serve a variety of Original Equipment Manufacturers in industries including health care, computer, consumer electronics, and industrial applications. HUI specializes in small-to-medium lot sizes to reduce customer inventory and delivers on order-to-shipment in less than seven days.

HUI Manufacturing came to WISC because they were interested in investigating market expansion opportunities for their core competencies and expertise. The company had identified six market segments as potential targets, but needed more information to refine their strategic vision. WISC's market analysis provided new insights into the identified markets and what customer types within those markets would provide the best opportunities.

According to Julie Cosich, HUI Market Development Director, "We wanted to find a balance to the medical cart market, which HUI has pursued very heavily and successfully for six to seven years. We needed to identify other market opportunities that fit our expertise." The WISC Market Assessment Report discovered several product categories in other segments of the medical market where HUI had proven expertise.

"Entering a new market is very expensive, and, although several new markets were appealing, entering these new markets was put on hold for twelve months while we used the WISC information to expand into new medical market segments," Cosich said. ***The strategic implementation of market research recommendations resulted in double-digit growth in the medical division at HUI.***

Cosich complimented WISC on a very thorough and detailed analysis and was pleased with the details provided about prospective customers. "WISC provided us with good contact information for major players within each market, which speeds up our new business acquisition."

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.