

REDESIGNED WEBSITE HITS BULL'S EYE FOR MANUFACTURER OF CUSTOM RIFLES

ABOUT TAR HUNT CUSTOM RIFLES INC. TarHunt manufactures custom, high-precision competitive target and hunting firearms. Based in Bloomsburg, Pennsylvania, with three employees, TarHunt sells high-performance bolt-action rifles and related products, both domestically and abroad. The company also performs design, consulting, prototyping and R&D work for manufacturers of shotgun rounds, and its private-labeled rifles are often used to establish accuracy benchmarks for any new product being tested for market.

THE CHALLENGE. TarHunt needed a new website. The current website was not conducive to customer interaction, order placement or inquiry, and did not reflect the company's competitive, cutting-edge, high-technology culture and capabilities. TarHunt reached out to the Northeastern Pennsylvania Industrial Resource Center (NEPIRC), a NIST MEP affiliate, for assistance in building a modern Internet presence to enhance the customer experience and, ultimately, customer orders.

MEP CENTER'S ROLE. NEPIRC utilized both internal staff expertise and its network of qualified service providers to conduct a website redesign project with TarHunt. NEPIRC also introduced the company to several initiatives and resources that helped defray the cost of website upgrades and implementations. The investment boosted sales, retained jobs, and helped create new employment opportunities at TarHunt.

"NEPIRC and their affiliates did a nice job of redesigning our website. Would definitely recommend to other companies."

-Randy R.Fritz, President, TarHunt Custom Rifles, Inc.

RESULTS



Retained **3** jobs retained and created 4 new job opportunities



\$30,000 in new sales



\$18,000 in cost savings



\$10,000 invested in new IT and related systems

CONTACT US



One College Avenue
DIF 32
Williamsport, PA 17701



(570)308-3312



pamade.org/network

