

MANUFACTURER DIVERSIFIES AFTER BUDGET CUTS

ABOUT CUSTOM MANUFACTURING & ENGINEERING, INC.

Established in 1997 and headquartered in Pinellas Park, FL, Custom Manufacturing & Engineering, Inc. specializes in organic design, build-to-print and build-to-spec solutions from power supplies to custom automated test equipment and other electrical/electronics assemblies and subassemblies. The company employs 30 people, is woman-owned, has no branch offices and custom designs and manufactures power products including power supplies, power distribution and power testing equipment to the defense, automotive, and educational industries in addition to general industrial clients.

THE CHALLENGE. Originally, the company focused heavily on servicing the defense industry so when sequestration and budget cuts reduced defense spending, Crews sought assistance from FloridaMakes partner, GrowFL to help her company diversify.

MEP CENTER'S ROLE. GrowFL's facilitator educated the founder, Dr. Crews, on market strategy and business planning to bring her up to date. From there, GrowFL's market research team helped her understand the marketplace. GrowFL looked at industries that were applicable to their technology and the growth rates of those industries. GrowFL helped her build a business plan, conduct competitive analysis and secure target customer lists. After determining which industries to diversify into, the company has addressed those industries with growing success.

"One of the powerful things about GrowFL is they understand second-stage companies and what their needs are. They see the value of helping them continue to grow. These companies have needs that come up – marketplaces do change. Making that investment is one of the things I really like. The other is the wide range of programs. If you don't need economic gardening, they have peer groups, presentations, and depending on your need, they have it pretty much covered. "

-Dr. Nancy Crews, Founder

RESULTS



Diversified into **2** new markets



20% increased/retained jobs

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