

GUR-MEAT KEEPS ON ITS GROWTH PATH

ABOUT GUR MEAT, INC. Gur-Meat, Inc. is a processor and manufacturer of high-quality meat products. The company uses local livestock and manufactures low-fat and preservative-free sausages. Gur-Meat was established in 2009 and has 29 employees.

THE CHALLENGE. After a financial restructuring in 2013, Gur-Meat improved its supplier base, increased direct labor, obtained a higher line of credit, and increased its cash flow and control over material requirements planning. Following these developments, Gur-Meat wanted to increase their sales by introducing new products and entering new markets in order to maximize operations capacity.

MEP CENTER'S ROLE. PRiMEX, part of the MEP National Network, worked with Gur-Meat's management to expand the company's business improvement plan based on financial and operational analyses findings.

The expanded plan included the development and implementation of a well-articulated marketing plan to improve Gur-Meat's presence in local and export markets. A Lean performance consultant worked closely with Gur-Meat's operations staff to identify continuous improvement opportunities and implement effective business solutions in pursuance of lower costs, improved quality, and better customer service. A PRiMEX marketing consultant continues to provide on-going marketing support.

"We will continue to work with PRiMEX on a long-term relationship to strategically help our business grow."

-Mariely Ramos, President

RESULTS



Increased/retained sales by
25%



Created 8 new jobs



Added more than 10 new
products

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