

## BEARING BUDDY INC, SMALL FAMILY BUSINESS IS REFOCUSED THANKS TO EXPORTS

**ABOUT BEARING BUDDY INC.** Bearing Buddy Inc. is a company founded since 1975 to manufacture protectors for cart bearing. The company has an international culture and is led by women and men with more than 20 years of experience in the marine industry. Bearing Buddy Inc, a family-owned branch plant in Patillas, Puerto Rico ,operates with 18 employees.

**THE CHALLENGE.** The company had been working on strategies to more quickly adapt to the changing marine market environment and begin finding other markets for their products. To do so the company needed to revamp its marketing strategy. In addition, being a family-owned business, the roles and responsibilities and future of the company needed to be defined to move forward.

**MEP CENTER'S ROLE.** Since PRIMEX, the MEP center in Puerto Rico and member of the MEP National Network, had a good understanding of the company's marketing needs, the center recommended a deeper risk analysis and creating a contingency plan for supervisors and management. Management was engaged in PRIMEX's export academy, evaluating product, packaging, website, Facebook pages for update. The company learned how to search for new exporting opportunities and how to create the platform to do so. Among the activities offered were: company profile building, new networking techniques, governmental opportunities and digital marketing, demographic market changes and logistics. The company's new marketing and sales strategy with defined roles and responsibilities was put in place.

**"PRiMEX's most valuable resource is their employees. They were available to answer questions and help under unexpected events like COVID-19, hurricanes. And if we want to implement something new they are always available to direct us."**

-Wandalinn Rivas, Manager

## RESULTS



**\$1,681,196** in retained sales and \$76,519 in increased sales



**18 jobs** retained



New markets reached in Australia, New Zealand and Abu Dhabi



Reorganized manufacturing process to improve lead time by **10 days**



Created awareness in southern US, mainly Louisiana, Alabama, Missouri, Arkansas & Tennessee

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