

MAINGEAR IMPROVES OPERATIONS TO SUSTAIN ACCELERATED GROWTH WITH HELP FROM NJMEP'S OPERATIONAL MANAGEMENT RESOURCES

ABOUT MAINGEAR. MAINGEAR was founded in 2002 by Wallace Santos who wanted to turn his passion for building high-performance PCs into a business. Located in Kenilworth, New Jersey, the manufacturer is a leader in this highly competitive space and this success is credited to the exceptional quality of the product and their customer service. This 'MADE in New Jersey' manufacturing business cultivated a reputation for building some of the world's most powerful, fastest, best-crafted gaming PCs.

THE CHALLENGE. Businesses experiencing rapid growth must manage the challenges that come along with accelerated expansion. As the business grew, leadership identified a need to ensure their operational processes were given the same amount of care and attention as the products they sold. "As a growing company that's manufacturing hard-to-manufacture goods that are hand built, we wanted to reach out to [NJMEP] for help with optimizing our workflow," said Ron Reed, Managing Director.

MEP CENTER'S ROLE. MAINGEAR's leadership understood they needed a partner that could help them fundamentally improve their operation from the inside. They reached out to NJMEP, part of the MEP National Network™, to explore what services and training would be available to overcome the identified challenge.

After connecting with the account manager a complimentary assessment was conducted. It gathered, reviewed, and analyzed the company from the ground up to understand its current situation. The next step was to gain a deeper understanding of the company goals, current business strategies, uncover growth options, and future financial needs. It is critical that NJMEP thoroughly understands the clients' needs in order to make actionable recommendations from the information-gathering stage. MAINGEAR's account manager worked together with NJMEP's team of expert resources to review exactly what the company will need to reach its goals and uncover the best possible path toward success. The discovery process allowed NJMEP to provide recommendations focused on providing optimal financing and financial management strategies.

Training and hands-on guidance were provided to key MAINGEAR stakeholders. NJMEP's resource worked with the organization to take a detailed dive into every step of their processes, from start to finish, and found ways to improve and allow for additional growth without sacrificing quality. The project took place over 10 months, between February of 2020 to December of 2020, where training and consultative support was provided by one of NJMEP's operations and management resources. Acting as an outsourced CFO, the resource trained the organization to manage their growth so MAINGEAR can continue to expand without interruption.

"[Working with NJMEP] has been such a positive experience. From working with our reps to all the individual projects we've had, it's been so positive overall."

-Ron Reed, Marketing Director

RESULTS



20 created or retained jobs



\$10,000,000 in increased or retained sales



\$1,500,000 in new investment



\$150,000 in cost savings

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