

JAX & BONES GROWS THEIR BUSINESS BY 200%

ABOUT JAX AND BONES INC. Jax & Bones creates American-made luxury pet products using sustainable products and high-end design. The eco-friendly company specializes in luxury dog bedding and durable dog toys and accessories. All Jax & Bones bedding and fabric accessories are handmade at the company's production facility in Los Angeles, California.

THE CHALLENGE. Jax & Bones had experienced a growth trajectory since the company was founded in 2004, but the COVID-19 pandemic created significant challenges that resulted in revenue losses for the company. The owner reached out to CMTc, part of the MEP National Network™, for help with refocusing the company's goals and streamlining processes in order to regain market share and rebuild revenue to pre-pandemic levels.

MEP CENTER'S ROLE. CMTc provided business improvement services to build strategies for meaningful growth and create a roadmap for the company's future. These services included a goal-planning session with the entire Jax & Bones team, weekly leadership coaching with the company's owner and an evaluation of operations to support business expansion and partnerships. CMTc worked with the Jax & Bones team to create a five-year growth plan that included identifying employees for cross training and designing employee career paths. CMTc also helped company leadership recruit and hire a sales director, rework costing sheets, and increase the minimum wage.

"CMTc helped us to plan, prepare, grow, and get back on track from pandemic setbacks. They have been extremely supportive providing valuable services and financial incentives to help us sustain our business at Jax & Bones."

-Tina Nguyen, Owner

RESULTS



200% growth in sales



\$200,000 in retained sales



\$15,000 in information systems & workforce practices projected



Company projected to create 7 -10 new jobs in the next year

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