

SIGNATURES INCREASES SALES AND JOBS FOLLOWING SCMEP'S COMPETITIVENESS REVIEW

ABOUT SIGNATURES. Located in Mauldin, South Carolina, since 1992, Signatures had established a competitive position in the corporate apparel and company logo embroidering industry. Since new ownership purchased the company in early 2016, however, the company's processes, culture, and focus on service has transformed and they are quickly emerging as an industry leader. In doing so, the team has changed how corporate apparel programs function, and challenged the status-quo model that—for decades— kept the burden of apparel management on the client.

THE CHALLENGE. The new owner of Signatures was looking for strategic input on improvement plans in preparation for planned growth. The business was stable from a financial and sales perspective but needed to focus upon three identified internal and infrastructure related concerns constraining growth.

MEP CENTER'S ROLE. SCMEP, part of the MEP National Network™, was brought in to perform a competitiveness review/discovery assessment. A basic SWOT analysis was performed to help clarify the strategic positioning of the company. Based on this analysis and observations and comments, four main recommendations were made. These recommendations included: digital systems improvement; sales and marketing boost; organizational structure/HR review; and ISO systems development. Following the review, SCMEP provided the sales and marketing boost program modules one through three over the next four months, which was very successful.

"I am truly grateful for this opportunity to work with SCMEP and the partnership. It has been very educational and fruitful. This project has elevated my leadership team to think and strategize on a new level."

-Jennifer Paradis, CEO/Owner

RESULTS



8 jobs created, 18 jobs retained



\$480,000 in increased sales; \$2,000,000 in retained sales



\$166,000 invested in plant equipment; \$22,000 in systems/software; \$2,500 in workforce practices



\$40,000 invested in new product/processes; \$32,000 invested in other areas of business



\$58,000 in cost savings

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