

RURAL BUSINESS POISED FOR SALE WITH HELP FROM NEW MEXICO MEP

ABOUT LARRY MORELAND DBA LARRY'S TIRES & POWER SAW SHOP. When Larry Moreland purchased his business in 1990, it was a standalone gas station serving travelers who stopped midway between New Mexico's largest city of Albuquerque and the Four Corners region. Moreland closed his pumps in 1995 after gas sales slowed and moved Larry's Tire and Power Saw Shop to a new location at 6340 US Highway 550 in Cuba, New Mexico, where it expanded to serve the regional rural population. Tire and wheel inventories were increased; mounting, balancing, and repair services were expanded; and the business added to its small-machine repair, sales, and service skills, as it dispensed propane and sold bundled firewood to the rural residents of Cuba, Jemez Springs, Abiquiu, and Nageezi. Government contracting came next, and the business's employees, which fluctuate in number from 5 to 8, sell and service trimmers and chainsaws for locals and Department of Transportation staff as the official distributor and repair shop for Stihl and Husqvarna.

THE CHALLENGE. Moreland mentioned to a Cuba resident who worked in economic development that he was ready to sell the business and retire. His wife, Leda, who handled administrative work for the business, had recently been forced to retire due to a health issue. Moreland knew he needed documentation to fill in where his wife left off and enable a new owner to obtain a loan to buy the business.

MEP CENTER'S ROLE. After a referral to New Mexico MEP, part of the MEP National Network™, Moreland and his staff began work with New Mexico MEP Regional Innovation Director Denise Williams to refine and document procedures that would make the company a turnkey operation ready for sale. Williams employed Value Stream Mapping to document and improve procedures for production and administration. She helped employees create forms to streamline and monitor processes, and she assisted with the creation of a training manual.

"She [Denise Williams] really gets involved in her work. She looked at all the things we do. If someone was to take over, they would have the reference material to know what to do. She's been very helpful. She's a good person."

-Larry Moreland, Owner

RESULTS



More than **\$100,000** in cost savings



30% increase in cash flow and profitability



20% of profits reinvested into IT, building and infrastructure



Accelerated training allows for new hires to reach productivity in **12** months less time

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