

IMPLEMENTING BIZBYTES MARKETING PROGRAM IS A SUCCESS!

ABOUT A&M BIOMEDICAL. Founded in 1992, A&M Biomedical of Laguna Hills, California, provides full-service manufacturing services including turnkey engineering support, supply chain management, and distribution for medical device clients. The company manufactures a wide range of medical devices including respiratory devices, ophthalmic devices, brachytherapy devices, cardiac devices, lumbar stenosis surgical kits, and dental devices - from initial prototype runs to full-scale production.

THE CHALLENGE. A&M Biomedical Owner/President Melissa Fontes wanted assistance identifying and reaching potential clients for her company's specialized services and products. She requested help from CMTC, part of the MEP National Network™. Fontes hoped CMTC's lead generation services and enhanced marketing strategies would showcase the company's unique capabilities and help them acquire new clients.

MEP CENTER'S ROLE. Over a six-month period, CMTC consultants worked closely with A&M Biomedical to provide technical assistance and to implement BizBytes™ marketing programs. CMTC helped the company to produce warm leads, identify markets, and create a database of potential clients. The industry expertise and resources provided by CMTC enabled A&M Biomedical to optimize their marketing strategies and connect with key clients.

As a result, the company made \$10,000 in new investments, realized \$30,000 in cost savings, and saw a \$20,000 increase in sales. "We were able to achieve these outcomes with no out-of-pocket cost and with minimal time investment. We achieved meaningful contacts and now have a database of solid leads to follow up on," said Fontes. The company reported a total \$60,000 return on investment as a direct result of their work with CMTC.

"The services provided by CMTC were executed professionally and seamlessly. They sought our input when necessary and handled everything else. I was impressed by their process and the effectiveness of their tracking and feedback. The service has been invaluable to my company."

-Melissa Fontes, Owner/President

RESULTS



\$60,000 return on investment



\$30,000 in cost savings



\$20,000 in increased sales



\$10,000 in new investments

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