

## WEBSITE IMPROVEMENTS BOOST SALES AND JOBS

**ABOUT ZTECH PRECISION, LLC.** ZTECH Precision designs, manufactures, and tunes plastic extrusion tooling systems, extrusion and pultrusion-related components, and precision-machined parts for the aerospace, defense, and other demanding commercial markets. Located in Ramsey, Minnesota, this 28-person, family-owned company employs a quality management system certified to the ISO 9001:2015 and AS9100D:2016 standards. ZTECH has extensive expertise in electrical discharge machining (EDM) and precision CNC milling and turning. With over 35 years of experience, ZTECH Precision is a trusted provider of engineered manufacturing solutions that meet the most demanding requirements.

**THE CHALLENGE.** The owners of ZTECH Precision knew that to keep growing, they needed to enhance their online presence. Their website was outdated and failed to showcase the high quality and full range of capabilities ZTECH offered to the market. Being busy owners, they didn't have time for a website redesign and build project and understood they needed trusted advisors to guide them. Don Zoubek, president of ZTECH, who had previously worked successfully with Enterprise Minnesota, contacted them for help to get this crucial project underway.

**MEP CENTER'S ROLE.** Enterprise Minnesota's business strategy and marketing experts Amy Hubler and Steve Haarstad met with Don and the team at ZTECH Precision to understand the project, the company's goals, and ZTECH's key competencies and competitive advantages. After identifying primary industry sectors and target market segments, Enterprise Minnesota conducted a customer survey and market comparison assessment to map out the digital competitive landscape and learn how ZTECH Precision could stand out from the crowd.

With these foundational elements in place, Enterprise Minnesota partnered with the team at ZTECH to identify and review proposals from several local website development companies. After selecting a vendor, ZTECH Precision's new website was developed and successfully launched in 2024. Don Zoubek and the team were very pleased with the process and the outcome. They learned a lot about their customers and were happy with the positive responses and feedback from the clients they serve.

**"The process we went through with Amy and Steve was great. We received a lot of value for the money and time that we invested. Enterprise Minnesota is very knowledgeable in what they do and know manufacturing well."**

-Don Zoubek, President/Owner

## RESULTS



\$500,000 in retained or increased sales



2 jobs created



\$8,500 invested in information systems or software (website development)



\$8,000 invested in workforce practices (market analysis and positioning)

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