Developing Your Market Strategy

Brent Cobb
President
World Class Industries
Our Marketing Strategy
Building Blocks

- Core Competencies
- Target Customers
- Getting to the Customer
Core Competencies

- Purchasing Material Effectively and Cost Efficiently
- Projects that require specialized knowledge or new processes
- Complicated assemblies or processes
Target Customers

- Large OEMs
- Leaders in their industry
- Collaborative Approach
- Fair Commercial Terms
Getting to the Customer

- Networking with customers and suppliers
- Manufacturers’ Reps
- Pay per Click / Internet Search