



Custom Production

Core Value Assessment Leads to Growth

Company Profile

Custom Production is a dynamic, woman-owned small business that manufactures precision components and assemblies. Industries served include aerospace, defense, architecture, electronics, furniture, machinery, lighting, marine, retail display, solar, and transportation.

Founded in 1999, experts at CP work with engineers and program managers to build cost-effective, on-time products. Their lean structure is designed to be responsive with a relentless commitment to customer satisfaction. Customers count on CP to provide quality parts when needed and when promised, giving them the competitive advantage to meet the toughest end-user demands. CP is certified to ISO 9001 quality standards and they have extensive experience providing aerospace AS9100 documentation when needed.

Situation

Over the years, Custom Production has participated in many continuous improvement strategies, including a Trade Adjustment Assistance diagnostic and a GrowFL strategy development project.

Solution

UWF/FloridaMakes recommended that Custom Production undertake a Core Value Assessment to analyze the company's opportunities for improvement and reset the baseline for performance. The Core Value Assessment is an efficient tool that systematically measures a company's position against 18 key business elements, including areas frequently overlooked until there is a crisis. Elements are compared alongside a scale of business best practices, with weak elements being designated with a red flag.

Through the Core Value Assessment, it was clear that CP's growth strategies were not hitting the target in the current market environment.

Results:

- Working with Enterprise Florida to develop an exporting strategy for one of the company's consumer goods
- Revamping the company's website to align an essential marketing tool with its core competencies

Testimonial

"The Core Value Assessment has been an excellent management tool for highlighting growth and exporting elements of our business that are opportunities for improvement. In addition, the discipline to address all 18 elements helped," said Mike Skrovanek, Vice President of Custom Production.