



Panhandle Fabrication & Machine

Business Advisors Marketing Project

Creates New Business, Expands Operations

Company Profile

Panhandle Fabrication & Machine, owned and operated by Danny and Penny Goodman, provides engineering solutions for process and manufacturing design, machine design, tooling, and fabrication. Located in Pensacola, Florida, Panhandle Fabrication & Machine first opened their doors in February 2017 as a new business with one additional staff member. They offer top-shelf talent with total combined experience of over 60 years in metalwork and fabrication.

Situation

Danny and Penny knew they needed to increase market penetration and grow their business but were not sure how to get started. They contacted the University of West Florida/FloridaMakes Business Advisors to help them map out a business plan to increase sales.

Solution

As members of the Northwest Florida Manufacturers Council, Danny and Penny completed a CoreValue Discover Assessment to find gaps in their current strategy. The assessment uncovered that a growth and marketing plan was needed to ensure reliable revenue. Working with their advisors, they drafted a plan which determined their first course of action was to increase their efforts in advertising. At the advice of the business advisors, Danny and Penny set up a free Google advertisement online. Within three days, the advertisement had generated \$150,000.00 in new business.

Results:

- \$150,000 in new sales
- \$500,000 in retained sales
- 3 retained jobs

Testimonial

“We were referred to the Northwest Florida Manufacturing Council by Lance Cook and met University of West Florida/FloridaMakes business advisors who helped us map out a roadmap for success. I truly recommend the University of West Florida/Florida Makes business advisors to any manufacturer,” said Danny Goodman, President of Panhandle Fabrication & Machine.