



WE HELP YOU GROW ...

Why roots2grow?

Specializing in analysis of market potential for small and middle-market manufacturers and distributors

Have you ever thought how fast your company may grow if you could grasp which market segments have need for your products and services?

roots2grow is specializing in analysis of your market potential helping you and your commercial team define the best go-to-market strategy.

The project can be big or small, but our goal is to help you *branch out* into new growth heights.



Your Benefits:



Experience

20 years of strategic marketing experience in B2B manufacturing and service sectors.



Resource Consideration

Strategic input into your long-term planning with minimum distraction to business and no commitment to permanent resources.



Focus

Valuable insights to help focus your commercial team efforts.

"Life is change. Growth is optional. Choose wisely." - Karen Kaiser Clark

Page 2 ... You can choose from a range of standard projects described on the second page or tell us about your needs: we offer customized project extensions. Explore your options and give us a call!

Page 3 ... Learn about roots2grow and a case study that is based on my personal experience.

roots2grow.com

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Your Options

Ground Work

Objective: Formalize market approach based on review and analysis of internal documentation, basic research of current market segments and interviews with a number of internal stakeholders.

Deliverables: Market analysis correlated with feedback from key employees and internal stakeholders.

Potential Use of Information: Providing focus to commercial team on most relevant market segments and products. Insights for executive-level discussions related to growth.

Growth Strategy Development

Objective: In-depth analysis of company's product line performance and market segmentation to outline path to profitable growth.

Deliverables: Full report on current situation and growth opportunities based on research and interviews with internal and external stakeholders and customers. Recommendation of approach to realizing growth potential.

Potential Use of Information: Providing focus and tools to commercial team. Insights for executive-level strategy discussions. Input into long-term and tactical planning.



Program can be customized based on your needs. Please review a list of potential project extensions that also can be stand-alone projects.

Project Extensions



A few examples of smaller projects:

- Interviews with key customers and business partners to understand external perception of your brand
- Development of marketing annual plans
- Recommendation of outsourcing services from providers with proven track-record
- Analysis of price structure (working collaboratively with your finance team)
- Product profitability review
- Review and recommendation of packaging alternatives to maximize value of your product

Case Study:

How Small Manufacturer of Spice Caps Liberated its Market Potential



As a plastic injection molder, Weatherchem Corporation designs, develops, and manufactures dispensing closures primarily for manufacturers of spice, seasonings, vitamin and dietary supplements. During the time this story is told, this 40+ year old plastic injection molding company located in Twinsburg, Ohio was privately owned.

In the mid-1980's, Weatherchem developed and patented the first "Flapper® cap" that became the backbone for its success. In 2006, a new management team was put at the helm with the challenge to profitably grow the company, which had experienced stagnant revenue for several years, excessive spending and relatively high debt levels. To further exacerbate the situation, multiple patents for the Flapper-style closure were nearing expiration.

Since the year 2000, the company invested capital only to maintain current business. As a result by the time the new executive team was in place, sales were flat. However, during the early 2000's, the company focused on evaluating the profitability of its customers and product mix resulting in elimination of unprofitable custom business.

New management team took several steps to improve company performance by establishing expectations in many areas and created a foundation for growth. First, unnecessary spending was identified and eliminated. Second, production efficiencies were identified and implemented. Lastly, operational practices and measurements were institutionalized to ensure production consistency.

Management team also believed that investing in the future was critical to improving the longer-term cash outlook and ultimately to grow the business beyond market growth rates. In preparation for new product introduction, investments were made in the technical staff, market research and rebranding. Product development and marketing focused on the core markets as well as initial exploration of new markets. The key turnaround happened when a decision was made to invest capital into promising and fast-growing dietary supplement & vitamin market. A few generations of closures have been created to acquire substantial market share in this market and the effort paid off handsomely: by 2011, the company more than doubled in revenue size and profits grew even faster.

Continued...

Within 24 months, Weatherchem invested in 5 new product lines targeting both, traditional market segments and new. Once these new products were introduced to the market, Weatherchem sales saw double-digit growth every year since! The new product infusion helped draw attention of leading players not only in new markets, but also traditional markets where sales saw a healthy uptick.

Management team continued smart investment strategy with key focus on strategic target markets. Strategic planning was at the core of future success of this company. When the first 3-year strategic plan was created, the intent was to change the perception in the market of Weatherchem as a supplier of dispensing caps for just the spice and seasonings market. Three years later, this goal was accomplished: the focus was placed on a more profitable dietary supplement market with healthy annual growth and diversified customer base.

Through late 2000's, investments were primarily made in developing new products; now that confidence had been restored in the future of the business, the owner infused more capital into the business.

In summary, focus and swift execution was important to the company's renewed success. Significant spending in operations modernization as well as new product development was completed just prior to the major recession and the company was stable and well positioned for growth. Hiring top talents became easier. Key hiring and the establishment of robust processes across the enterprise led to improved company reputation as innovative, responsive and nimble. The company grew profitably in an environment that was increasingly complex with more sophisticated competitors and more demanding customers.

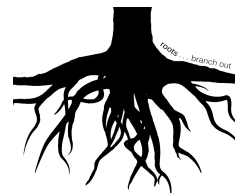
Weatherchem had a strong foundation to continue its profitable growth.

About roots2grow

After 20 years of marketing career, 17 of which were spent building a company from a small unknown manufacturer in Northeast Ohio to a reputable company with a sound brand name, I discovered my passion: exploring market potential for small companies and building their growth strategy on top of this solid base.

roots2grow is a boutique consulting firm whose focus is on uncovering core company potential and building healthy strategy on top of these roots:

- Market opportunity discovery and validation
- Market positioning and product mix analysis
- Strategic plan & success metrics



About the Founder

Anna Frolova-Levi

SENIOR MARKETING EXECUTIVE ♦ STRATEGIST ♦ EXPLORER OF MARKET POTENTIAL

Strategic senior B2B marketing and product management executive with successful record of driving margin growth, brand redesign, strategic pricing execution, new opportunity identification, new product line implementation, sales force and R&D management, new market expansion. Industry knowledge includes packaging (pharmaceutical, food, dietary supplements, and personal care), plastics, event/hospitality management and utilities. Significant divestiture experience.

20 years of marketing experience including 10 years in executive leadership role at Weatherchem Corporation, 2 years at Mold-Rite, and various product and market management roles in manufacturing and service industries.



AREAS OF EXPERTISE:

• Revenue & Margin Growth • Strategic Planning • Marketing Strategies & Execution • New Market Entry • Strategic Pricing • Product Cycle Management • Innovation and New Product Development • Process and Metrics Development • Collaborative Team Leadership • Talent Development & Retention • Sales Force Management • R & D Team Management • Multi-cultural experience • Proficient in 3 languages, world-traveler

EDUCATION

MBA, Case Western Reserve University, Weatherhead School of Management, Cleveland, OH

B.A. in French Language and Literature, Minsk State College of Foreign Languages, Minsk, Belarus

Additional professional development: Managing by Design (Weatherhead School of Management/CASE) & Pricing Strategy (Chicago University Booth School of Business)

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