



## Success Stories from the Field

### A. Rifkin Company

#### Strategic Growth Planning and Implementation

##### Company Profile:

The A. Rifkin Company is a family-owned manufacturer and international distributor of security and multi-use reusable fabric lock bag systems and related products such as locking night deposit bags, courier bags, cash / money bags as well as other banking supplies including GPS asset tracking devices. Their money bag products can be used in virtually every department of a business.

##### Situation:

A. Rifkin Company required assistance in implementing Strategic Growth Planning and Implementation Services.

##### Solution:

NEPIRC performed individual interviews with the company's management team focusing on leadership, trends, strengths, weaknesses, opportunities, threats, customer service, and values. These interviews helped engage the company's management team in highly interactive discussions to establish clarity, explore key business conditions, strategic issues and direction. The information captured was used to develop the Strategic Chart (*a one-page visual management tool that highlights: Mission, Vision, Core Values, Strategic Themes and High-level tactics.*) Ownership, timelines and resource allocations will also be discussed. Additionally, NEPIRC generated a project plan, using Microsoft® Project, to assign ownership, establish timelines and allocate resources. The plan provided coordination, communication and alignment of individual tasks to corporate goals. It also established the foundation for future discussions and assisted the management team in the execution of the strategic plan.

##### Results:

As a result of this event A. Rifkin Company had measurable outcomes and created dates for their prioritized initiatives and a structured method of considering new opportunities. New sales increased by \$100,000. Over \$500,000 of sales retained along with 2 jobs.

##### Testimonial:

*"NEPIRC's strategic planning process helped our organization focus and develop common strategic themes. The implementation plan helped integrate these views and strategies and provided an easy to follow and coherent framework for performance management."* - Paul D. Lantz, President