

I.F. Metalworks

In April 2002, Karen Arondoski started I.F. Metalworks in the Warren area. The company welds parts and assemblies for industries such as automotive, food processing, custom tooling and fabrication, and structural and decorative fabrication markets. In August of 2004, Karen contacted the MI-SBTDC, hosted by Macomb County Department of Planning and Economic Development, in need of sparking the growth of her business during a down economy.

After reviewing her operation and financial position, Business Consultant, Bob Madigan advised Karen to develop a business plan. The plan set a goal of increasing sales to \$750,000 in the next 12 to 18 months. Its three fundamental principles were sales and marketing, finance and cost accounting and developing a quoting model to be used in all future price quotations.

I.F. Metalworks credits the MI-SBTDC in helping to eliminate some non-constructive business practices as well as acknowledging that certain customers cost more than they bring in. As a result of the Macomb County MI-SBTDC's assistance, one new job has been created, several new customers were obtained and sales growth increased 15 percent.



I.F. Metalworks

Karen Arondoski & Bob Madigan

region 10

