The Alaska MEP, enhancing the productivity and performance of Alaska manufacturing to diversify and strengthen Alaska’s economy
E-Commerce

Alaska MEP Offers a Master Class in E-Commerce

• Recognized the Need
• Tried an On-Demand Course, FAILED (non-ARPA funds)
• Reassessed and Pivoted
• Offered a “Do-It-Without-You” Master Class to Great Success (ARPA funds)

Leveraging Success

• Applied the “Do-It-Without-You” Model to Lean and Supply Chain
• Synching Additional Offerings with E-Commerce
  — Sales Sprint
“The Alaska MEP has guided me to focus on defining the type of customers I need to target. I was all over the place for years trying to appeal to everyone. I now know that I can't appeal to everyone. Attracting more customers means identifying and defining the customers that I want.”

Daisy Nicolas, Founder & Owner of Drool Central
WHEN WE ORDER 200 SHIPMENTS OF RAW MATERIALS BUT ONLY 1 ARRIVES

THIS IS FINE.
Supply Chains

Master Class in Supply Chain Management

- The Need has Become More Acute
- Offering a “Do-It-With-You” Master Class to Great Success
- See Video Testimonial
- Help Manufacturers Balance Just-in-Time vs Just-in-Case

Leveraging Success

- Hosting “Mastering The Basics” Webinar
- Topics Included in Networking Events
Supply Chain Master Class Testimonial

Brad Hurd
Head of Operations
Heather's Choice
Lean Manufacturing

Master Class in Lean Manufacturing

• Recognized the Need to Lower Costs
• The “Do-It-With-You” Master Class Includes
  – One-on-One Project work
  – Classroom work
• Oversubscribed

Previous Success

• $10,000 Reduction in Annual Costs
• Reduced Waste
• Reduced Need to Hire in a Tight Labor Market
Manufacturing Track Record

Cumulative Metrics, July 2019-September 2021

49 Manufacturers

52 Projects

New & Retained Sales: $100,000

New & Retained Jobs: 19

New Investment: $670,000

Cost Savings: $220,000

Percent Improving Competitiveness: 88%