

MARKETING AND OPPORTUNITY ASSESSMENT LEADS TO GROWTH

ABOUT TECHNICAL SERVICES LABORATORY (TSL). Technical Services Laboratory (TSL) is a one-source supplier for today's electronic and mechanical challenges, from product engineering concepts to final creation. Founded in 1971 by Alfred Corbin, the company has compiled an enviable record of innovation in the areas of microwave amplifier development, power distribution, weather instrumentation, and digital switching systems. TSL customers have included most of the major departments of the U.S. Government, as well as large corporations such as L-3, Lockheed-Martin, Raytheon, and BAE Systems. The company has around 15 employees and remains family-owned, with Andy Corbin taking over as president in 1989.

THE CHALLENGE. TSL needed new revenue streams to continue to grow. Since the 1970s, the company has always innovated its business model to achieve growth with its military supply chain job orders. TSL joined the Northwest Florida Manufacturers Council (NWPMC) in 2017, and Corbin took advantage of the CoreValue Assessment provided by FloridaMakes, part of the MEP National Network™.

MEP CENTER'S ROLE. As part of the CoreValue Assessment, the University of West Florida/FloridaMakes Business Advisor researched TSL's business market, generating an in-depth growth plan for the company. FloridaMakes, part of the MEP National Network™, also compiled a list of other regional manufacturers that could provide opportunities for additional revenue streams for TSL. Corbin utilized the growth plan, networking, and follow-through process to unlock potential business gaps and analyze possible revenue sources for the company. After investing in training, TSL created profitable and sustainable business relationships to garner additional work and revenue, impacting jobs and sales.

"As a multi-generation, family-owned business, TSL is proud of our legacy and record of success. We still needed to find other streams of reliable revenue. UWF/Florida Makes Business Advisors completed a CoreValue Assessment and developed a growth plan that is working to grow our business."

-Andy Corbin, President, TSL

RESULTS



Sales impact: **\$1,700,000**



Jobs impact: **5**



Investment: **\$40,000**



Training investment: **\$10,000**

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