

STRATEGIC PLANNING LEADS TO GROWTH

ABOUT FEMME COMP INC (FCI). Founded in 1979, Femme Comp Incorporated (FCI) is a leading federal government contractor providing systems engineering, cybersecurity, IT services and innovative financial and management solutions. The company is headquartered in Chantilly, Virginia with approximately 50 employees.

THE CHALLENGE. With a limited number of customers and the increasingly competitive price pressure for companies serving the Department of Defense (DoD), FCI was experiencing limited growth in its existing customer markets. Company leaders wanted to establish a Quality Management System to meet future client quality standards, as most of their DoD customers rely on MIL specs and standards to guide their quality system. The company contacted GENEDGE, a NIST MEP affiliate, for assistance in developing a more strategically aligned plan for growth.

MEP CENTER'S ROLE. First, GENEDGE worked with FCI to complete a holistic company review utilizing CoreValue® Assess. The results showed a solidly run company that has been historically successful in serving a few dedicated customers in the challenging DoD market, but without a clear strategic focus for future growth. Based on the assessment, GENEDGE identified opportunities in FCI's externally facing "market" drivers.

Next, GENEDGE led FCI in preparing to make the changes necessary to meet the ISO 9001:2008 quality standard. FCI documented and enhanced its internal processes and achieved its goal of becoming an ISO 9001:2008-certified small business. GENEDGE also connected FCI to a third-party contractor who assisted the company in developing a new corporate website. FCI used the website to accentuate its new offerings, attracting leads, prospects and new customers.

By differentiating itself from its competitors and creating better brand awareness to address strategic gaps, FCI developed a roadmap for sustainable future growth. "Under the guidance of GENEDGE, FCI put together a long-term strategic plan to diversity its business," explained the former company president, Maureen Wilcox. "We are currently working this plan and have already opened up new markets for our service outside our traditional focus."

"GENEDGE provided invaluable assistance in positioning our small business to survive and thrive despite sequestration and the subsequent downturn in the DoD support market. The help we received through GENEDGE has been a boost to our business that we might not have otherwise realized if we had to rely on our own resources."

-Maureen Wilcox, President

RESULTS



Estimated **\$12M** sales increase from entering new markets



Cost savings estimated at **\$250K**



Investments around **\$35K**



Anticipate the addition of **60** new jobs

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