Alabama Defense Contractors
Eligible for Market Expansion Services

Troy University – Dothan Campus, 124 Malone Hall
Wednesday, May 31, 2017, 9am—11am

Take the opportunity to find out more about **market expansion services to strengthen your company** at no charge through an ongoing DoD-OEA project by attending a free briefing Wednesday, May 31, 9 – 11 am at Troy University – Dothan Campus – Room 124 at Malone Hall.  [Click Here to register online for the Dothan briefing.](#)

The University of Alabama in Huntsville (UAH) is working with the U.S. Department of Defense, through its Office for Economic Adjustment (DoD-OEA), to help companies who support the DoD to expand their businesses. The Alabama SBDC at Troy University is supporting this effort, and encourages all interested parties to attend this briefing.

DoD is funding the Alabama Defense Industry Diversification Analysis Project (ADIDAP) to better map the defense industrial base supply chain in Alabama. In addition, qualifying Alabama businesses have an opportunity to receive market diversification services at no cost to their organization.

Organizations that support the DoD may receive assistance in key areas including: strategic management planning; sales and marketing support; product or service development; quality systems and operational efficiency.

For more details about Market Expansion Service eligibility: [Visit Strengthen My Company](#)
Alabama Defense Industry
Diversification Analysis Project

STRENGTHEN MY COMPANY
Expanding Alabama Industry Through Diversification

The University of Alabama in Huntsville (UAH) is working with the Department of Defense (DoD) to help companies who support the DoD to expand their businesses. As part of the ADIDAP program, qualifying Alabama businesses can receive market diversification services at no cost to their organization.

What is ADIDAP?
The U.S. Department of Defense, through its Office for Economic Adjustment (DoD-OEA), is funding this project to better map the defense industrial base supply chain in Alabama and provide diversification assistance to small and medium-sized businesses that support DoD operations.

The University of Alabama in Huntsville is managing the program for the Alabama Military Stability Foundation and the Alabama Department of Commerce.

Project Objective
The primary objectives of the program are to:

• Develop tools that provide a better understanding of the industries, businesses and the workforce connected to DoD contracts,

• Improve the resiliency of Alabama small and medium-sized businesses that support DoD operations.

www.almsf.org/adidap.html
Market Expansion Services Available
Organizations that support the DoD may receive assistance in key areas including: strategic management planning; sales and marketing support; product or service development; quality systems and operational efficiency.

Types of Assistance Include:

- Commercialization
- Diversification of your customer base
- Expanding into new regions
- Value Stream Mapping / Strategic Planning
- Improving capacity utilization
- Improving productivity
- Finding customers for new products or services
- Finding new customers for existing products or services
- Finding new customers to replace lost/declining customers
- Integrating a culture of innovation in your company
- Achieving quality standard certification(s)
- Technology scouting
- Operational efficiency and continuous Improvement

Application Process:
UAH will assist interested organizations through the application process. The first step is to complete a short questionnaire which will take no more than 6 minutes to complete. Copy the link below to complete the questionnaire.

www.surveymonkey.com/r/ADIDAP

Contact Information:
For questions or assistance, contact the University of Alabama in Huntsville, Office for Operational Excellence:

Brian Tucker, Program Manager
UAH Office for Operational Excellence
256-824-2957 or brian.tucker@uah.edu

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