



SMB Lab Pre Lab Company Summary Report

Section 1: Company Information

- Company Name: General Mechanics
- Email: Jane.Fonda@GeneralMechanics.com
- Founder/CEO of company: Mr. John Doe
- Primary Contact Name: Ms. Jane Fonda
- Role: Chief marketing Officer
- Phone: 480 333 1234
- LinkedIn: [https://www.linkedin.com/in/ Jane-Fonda](https://www.linkedin.com/in/Jane-Fonda)
- Website: www.GeneralMechanics.com
- Company Address: 450 S Priest Dr., Suite 101, Tempe, Az, 85281
- Year Established: 2010
- Company Type: LLC

Section 2: Company Overview

- Mission: {{Mission}}
- Products/Services: 1. Customized Part Manufacturing 2. CNC Machining 3. 3D printing
- Differentiators: Great Customer Service and Super fast turnaround time
- Industry: Manufacturing
- Stage: Growth - Equity led
- FT Employees: 21–50
- PT Employees: 30
- Revenue: \$25–100K

- Profitability: Profitable

Section 3: Team

- Team Bios: {{John Doe - MBA Arizona State University, BS- Mechanical Engineering, ASU - 13 years experience in Tooling and parts Manufacturing
Jane Fonda - BA marketing, BS Finance , Ohio State University - 20 years experience in Brand management and Marketing
Johhny Quest - BS Industrial Engineering, Michigan State - 8 years experience in Procurement & Capacity Planning}}

Section 4: Challenges & Goals

- Help Areas: Operations, Supply Chain, Technology
- Main Challenge: Remove bottlenecks on specialized operations without increasing expense in personnel and machinery
- CEO Concerns: Outsourcing of key component and raw materials supply chains leading to longer lead-times
- Goals: Improve daily output from CNC machines by 20 % by optimizing sequencing of processes for all WIPs
- Worked with Consultants: Yes

Section 5: Operations

- Supply Chain Model: Hybrid
- Supply Chain Details: We purchase most of raw materials from US suppliers, who in turn may have different suppliers, our machines are German and US made, our 3d printing pellets come from china
- Sales Channels: Wholesale/Retail
- Customer Segments: B2B (Business-to-Business), B2C (Business-to-Customer), Government
- Customer Persona: Our customers are small to medium sized businesses, hobbyists and/or governmental bodies that require customized parts for specific projects
- Top Markets: 1. US East Coast 2. Ontario, Canada 3. Texas, US
- Competitors: General Motors
- Technology Stack: AWS, Square, Microsoft, SAP, etc

Section 6: Financial Snapshot

- Last Fiscal Year
 - Last Year Revenue: 3000000
 - Last Year COGS: 200000`
 - Last Year OpEx: {{Last Year OpEx}}
 - Last Year Net Income: {{Last Year Net Income}}
 - Last Year Cash: 150000
- Year To Date
 - YTD Revenue: 1200000
 - YTD COGS: 700000
 - YTD OpEx: {{YTD OpEx}}
 - YTD Net Income: {{YTD Net Income}}
 - YTD Cash: NA

Section 7: Legal and IP

- Own IP: Yes
- IP Details: We own Trademark on General Mechanics brand in US & Canada
- Legal Issues: Yes
- Legal Details: We are facing Trademark challenges in Mexico and LATAM

Section 8: Impact & Values

- Impact Areas: Local Economy, Community
- SDG Alignment: Not sure
- SDG List: Not Sure



Section 9: Engagement Expectations (Internal CSMB Use only)

- Project Timeline: Start in January Finish by March end
- Involvement Level: Weekly
- Student Engagement: Yes
- Success Definition: Success would be to understand which products cause the most delay and idle time, and if they could be scheduled in a manner that the bottleneck on CNC can be removed

Section 10: Consent (Internal CSMB Use only)

- Consent & Use: {{I consent to have my information reviewed by the ASU teams and agree to follow up communication for clarification or support., I authorize the use of anonymized data in internal reports, research, and educational case studies., I'd be open to participating in a featured case studies.}}
- Signed: {{Jane Fonda}},
- Date: {{6/16/2025}}