

West Burlington Hydraulic & Supplies

FINAL REPORT 2025

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KKCM
CONSULTING

PROBLEM STATEMENT

West Burlington Hydraulic & Supplies is a locally owned hydraulic service provider known for high-quality work, custom hoses and fittings, and reliable same-day service. However, growth has slowed due to rising online competition, limited digital and community visibility, and operational challenges such as inventory issues and underused website features.



PROJECT OBJECTIVES

West Burlington Hydraulics seeks to grow its customer base, strengthen brand visibility, and maintain its reputation as a trusted hydraulic service provider. To support these goals, KKCM Consulting focused on three key objectives:

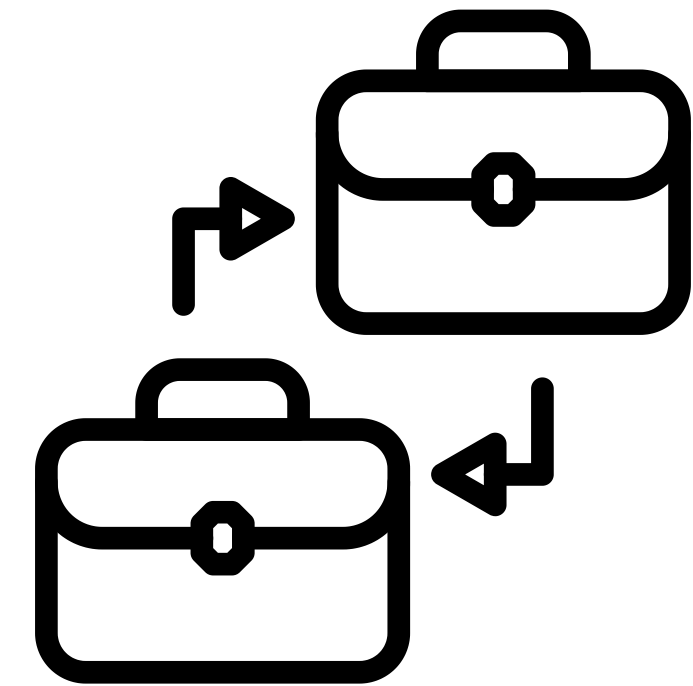
Inventory Optimization



Local Marketing Strategy



B2B Growth Opportunities



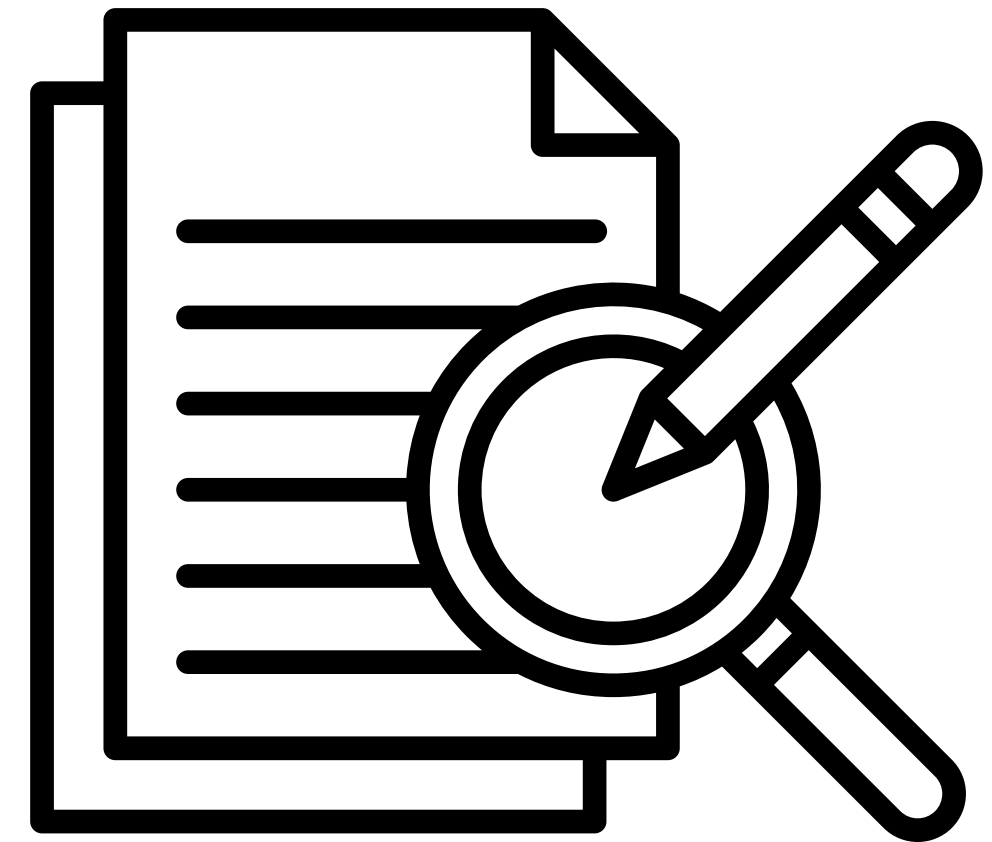
METHODOLOGY

Primary Research

- Interview with Greater Burlington Partnership
- Interview with Acterra Group, Inside Sales/Commercial Fuel Equipment

Secondary Research

- Researched into Lightspeeds additional features
- Reviewed industry best practices, and digital tools
- Developed a list of potential B2B partners contact information
- Conducted a SWOT, PESTLE and Competitive Analysis of the business as a whole



INTERVIEW WITH GREATER BURLINGTON PARTNERSHIP (CHAMBER OF COMMERCE)

**Amy O'Brien President & CEO and Melissa Jones, our Executive Director
of our Chamber of Commerce**



Key Insights

- Chamber Engagement: West Burlington Hydraulics is a member but not very active; free member features are underused.

Communications & Events:

- Friday Facts and newsletters reach many.
- Business After Hours 2026 sold out; 2027 open.
- Coffee with the Chamber: quarterly networking, 8–9 PM, mid–late 2026 dates available.
- Members can get PDFs for partnership outreach.
- Marketing: Local radio is effective; chamber can help promote open houses.



KEY FINDINGS

Objective 1: Inventory Optimization

- Current inventory management is manual and limits accuracy and efficiency.
- Excel KPI Reporting
- Sales data shows:
 - Some products have fast turnover.
 - Slow-moving items take up valuable shelf space.
- Using Digital systems that could improve performance

Objective 2: Local Marketing Strategy

WBH is a Chamber member but underutilizing key promotional tools:

- Friday Facts
- Events Calendar
- Member Directory
- Chamber networking events

Online review insights:

- Strong ratings but low review volume.

Website review:

- Online shopping function is inactive.
- Competitors typically focus on direct service instead of e-commerce.

Objective 3: Business-to-Business Opportunities

Research identified 25+ potential regional prospects:

- Manufacturers
- Contractors
- Industrial businesses

Most effective outreach channels:

- Phone calls
- In-person visits
- Targeted mailers
- Chamber networking events

Moving into Recommendations and the Implementation Plan

RECOMMENDATIONS OBJECTIVE 1: INVENTORY OPTIMIZATION

Recommendation 1: Use Lightspeed Insights to Improve Stock and Cash Flow

- Create annual stocking estimates, identify slow-moving categories, and forecast yearly.
- Use key inventory KPI's to further find inefficiencies.

Recommendation 2: Host an Annual Open House to Increase Local Awareness

- Promoted through Chamber channels and local radio, showcasing custom hose capabilities and same-day service.
- Supports stronger community visibility

CUSTOMER APPRECIATION
OPEN HOUSE
WB
**HYDRAULIC
& SUPPLIES**

• **Friday July 25th**
Discounts and Giveaways
8:00-5:00PM (Lunch Served 11:30-1:30PM)

Come See Race Cars on Display!!!
Check out our new line of DecoCrete products!

1109 Derek Lincoln Dr
West Burlington, IA 52655
More Info: 319-752-8223
Email: wbhydraulicsupply@yahoo.com

Brands featured in the logo strip: DecoCRETE, MARSHALLTOWN USA, SnowDogg, Mi-T-M, Husqvarna CONSTRUCTION PRODUCTS, The original TOMMY GATE hydraulic lift, HINIKER, NORTH AMERICAN SIGNAL COMPANY, Wacker Neuson Group, C-AIRE COMPRESSORS, Fragola Performance Systems.

RECOMMENDATIONS OBJECTIVE 2: WEBSITE PLAN

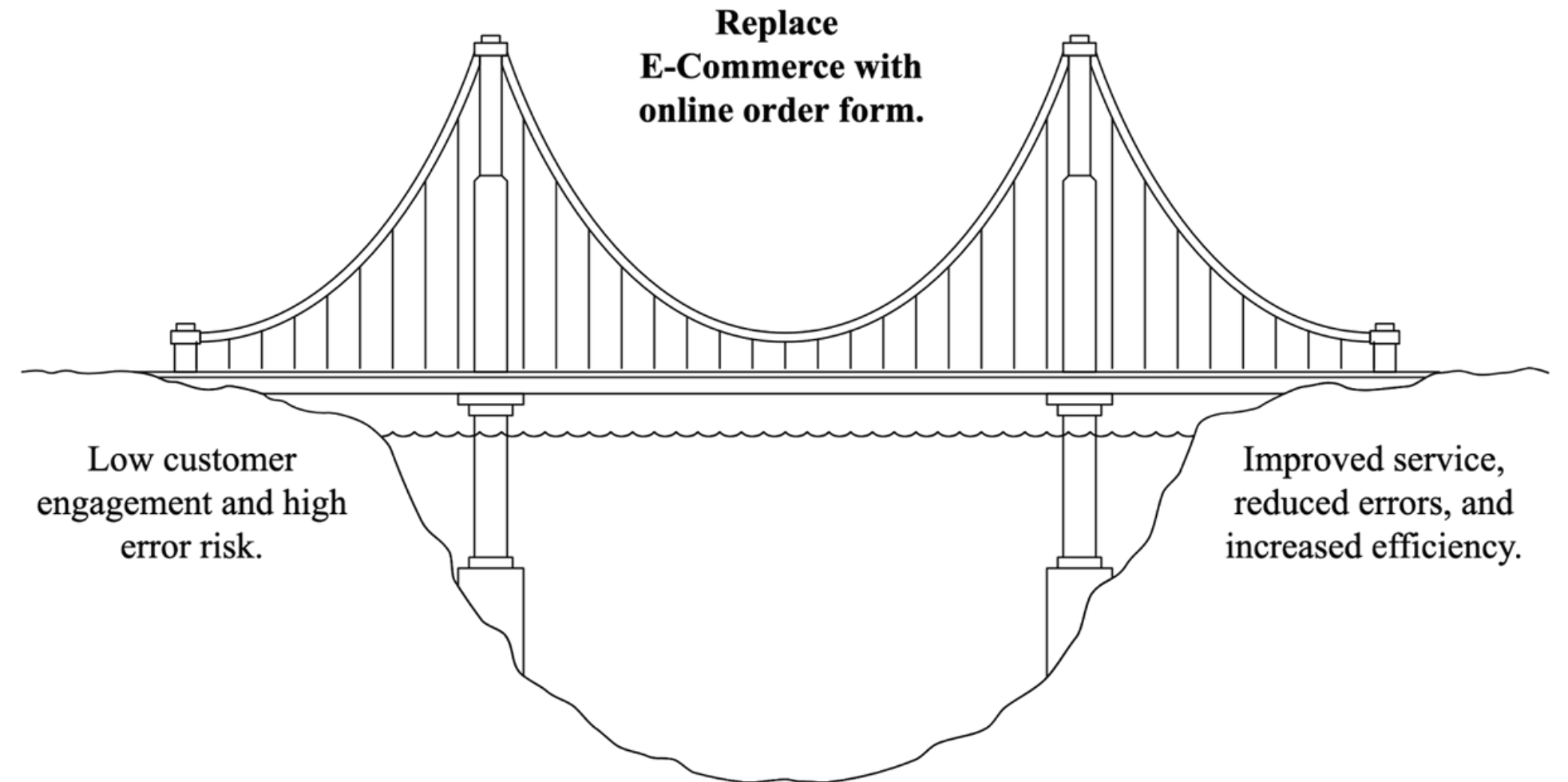
Recommendation 1: Add a Simple Online Order Form

A streamlined homepage order form, supported by Lightspeed, will make it easier for customers to start orders, reduce phone time for staff, and less waiting time in store for customers.

Recommendation 2: Remove the Unused Online Shopping Feature

WBH cannot compete on price with large online retailers, so e-commerce is not a viable strategy; instead, the website should highlight services and provide a simple order request form. Since the current shopping cart has never been used and does not reflect customer behavior, removing it will streamline the site and reduce maintenance.

WBH Transitions from Ineffective E-Commerce to Customer-Focused Order Form.



Made with  Napkin

RECOMMENDATIONS OBJECTIVE 2: WEBSITE PLAN

Shop About Contact

Removing the shop feature

West Burlington Hydraulic & Supplies

Big or Small we make them all!

Custom Hoses made to order for any application whether it be Hydraulic, Suction, Air, Petroleum, lay flat discharge or Industrial.

Submit your Same Day Pickup Order Here

First and Last Name

Email Address

Company Name (optional)

Phone Number

Select Product Type

Other Information Needed

Select Payment Method

SUBMIT

Make this a drop down selection button

Area to fill in specifics of sizing and product specifics

Option of payment in store or over phone

Order are not made until phone call to confirm specifics

One of our Team Members will give you a call soon to confirm the details of your order.

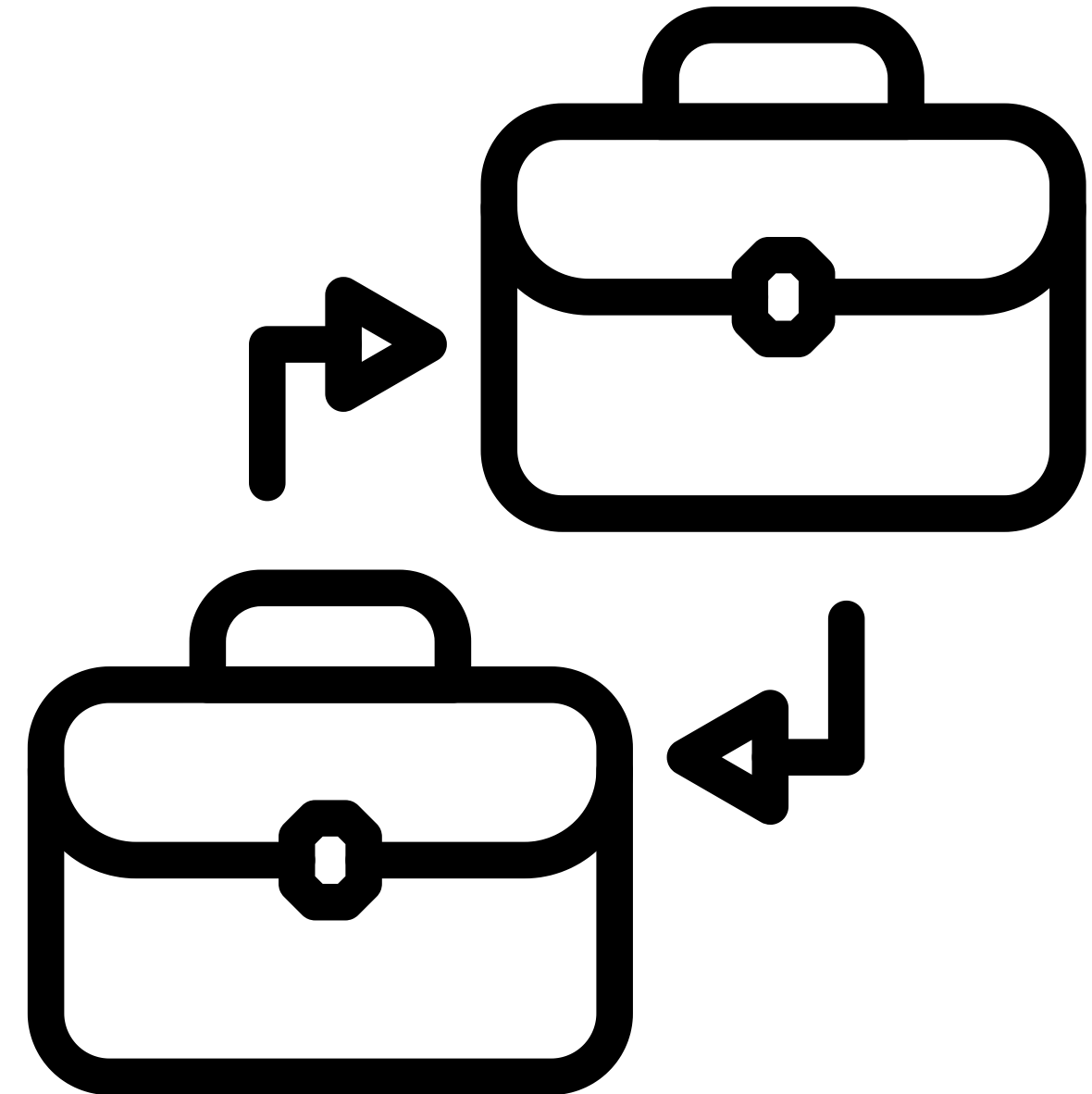
OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

Recommendation 1: Strengthen Relationships with Existing Business Customers

Include personalized notes, service overviews, or delivery reminders with orders from current business clients.

Recommendation 2: Implement a Structured Outreach Plan for New Partners

Use a consistent three-step system: cold calls, in-person drop-ins, and targeted mailers, to introduce WBH to new businesses.

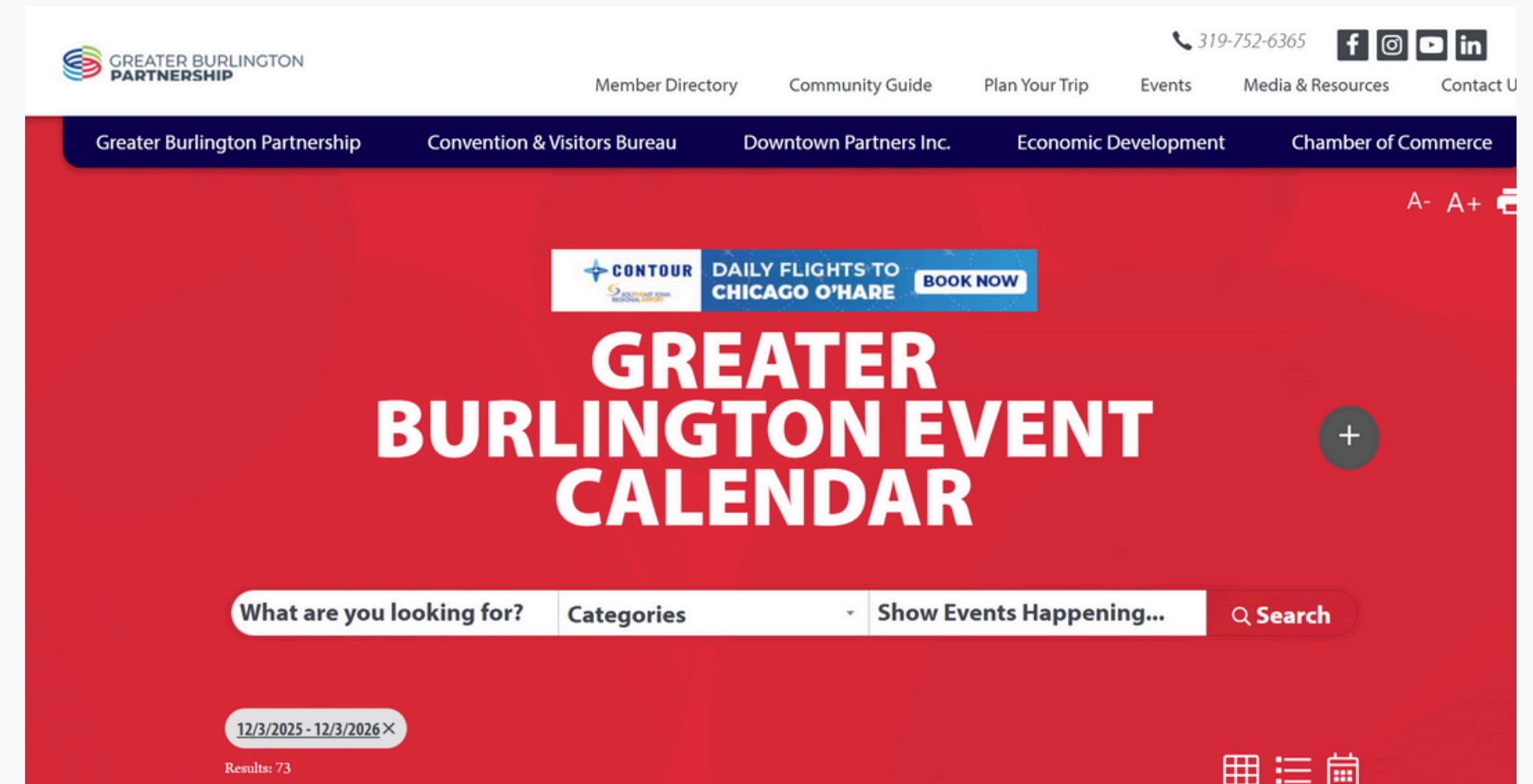


OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

Recommendation 3: Leverage Free Chamber Resources

Use the Chamber's resources & events to boost awareness at no cost and connect directly with local manufacturers and contractors.

- Friday Facts Newsletter
- Events Calendar Listing
- Member Directory
- Coffee with the Chamber



OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

Recommendation 4: Utilize Review Slip Cards to Increase Online Visibility

Hand out QR-coded review slips at checkout to increase Google reviews, strengthen online visibility, and build trust with new customers.

Thank You for Your Business!

We'd love your feedback — it helps us grow and serve you better.

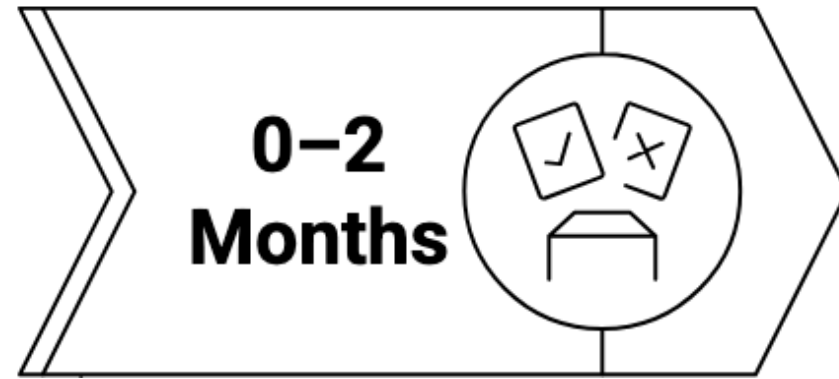
Tell us about your experience!

- Quality of service
- Turnaround time
- Staff friendliness
- Overall satisfaction



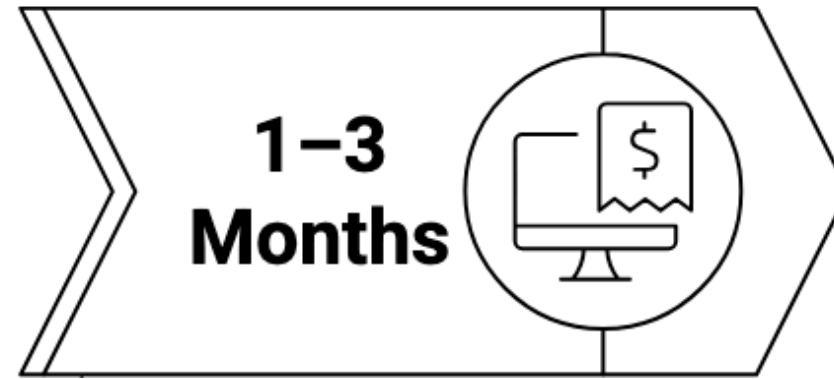
Scan here to leave a
quick Google Review.

IMPLEMENTATION PLAN



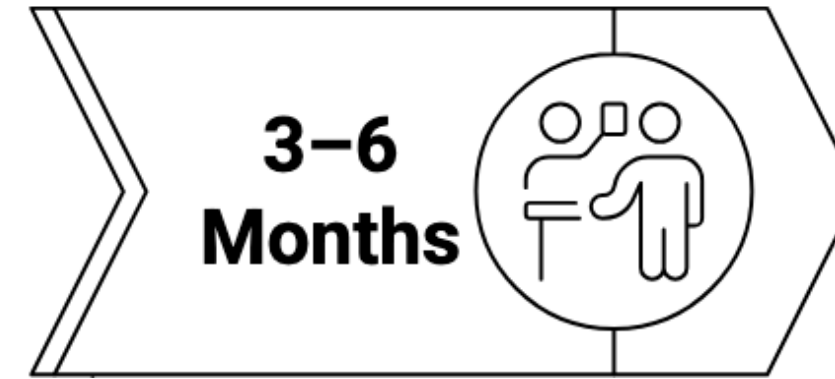
Immediate Wins

- Activate Chamber tools
- Cleanup online shopping feature.
- Begin handing out review slips at checkout.



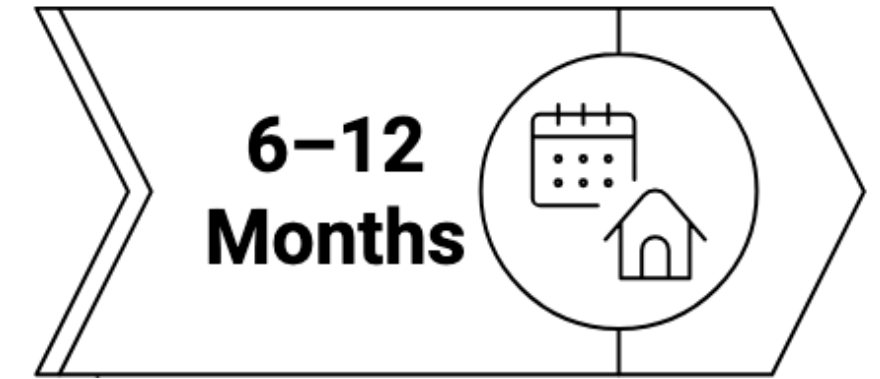
Customer Intake & Outreach

- Add and test the online order form.
- Update Google Business Profile + 2 monthly Facebook posts.



Presence & Partnerships

- Host or register for Chamber networking events.
- Contact 5-7 new B2B prospects monthly; track outreach.



Consistency & Measurement

- Host WBH Open House.
- Review metrics: inventory, reviews, order form submissions,

SUMMARY OF EXPECTED RESULTS

- Increased visibility within the Burlington area business community
 - Participate in 4-6 Chamber Events next year
- More efficient inventory processes and reduced overstock
 - 5-10% reduction in overstock
- Stronger B2B relationships and new partnership opportunities
 - 2-4 new B2B partners per quarter
- Higher online review volume and improved Google search performance
 - 20+ new Google reviews in first 6 months using the review slips
- A streamlined website experience that matches customer behavior
 - 10-15% increase website activity
- More consistent customer engagement and long-term growth potential
 - Customer follow up rates increases by 20% due to easier digital communication

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