

# West Burlington Hydraulic & Supplies

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**FINAL REPORT 2025**

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**KKCM**  
CONSULTING

## PROBLEM STATEMENT

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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

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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:

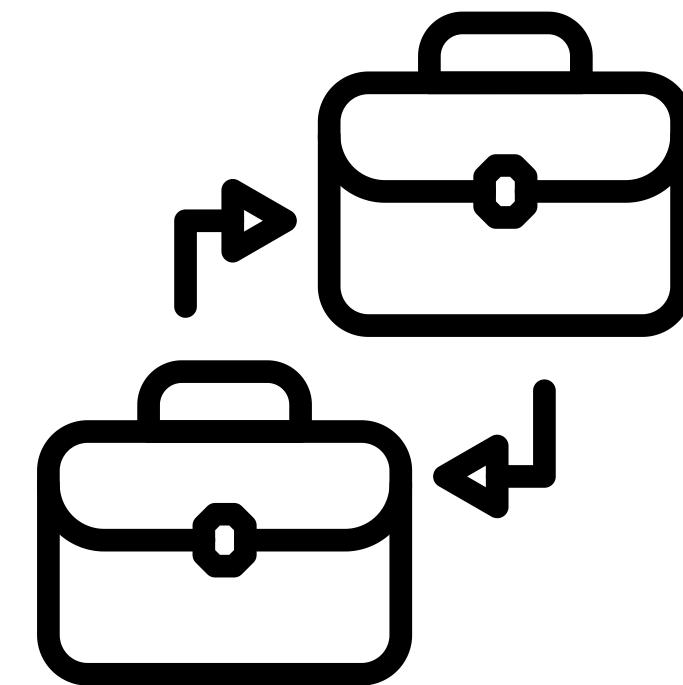
## Inventory Optimization



## Local Marketing Strategy



## B2B Growth Opportunities



# METHODOLOGY

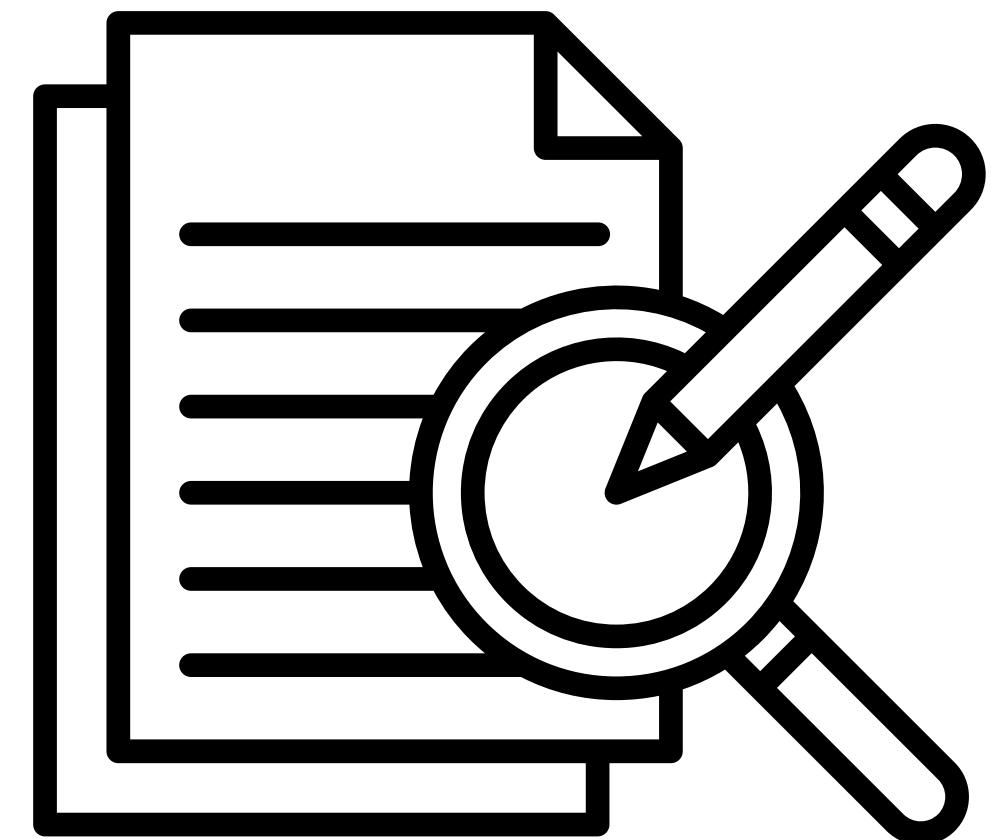
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## Primary Research

- 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



GREATER BURLINGTON  
PARTNERSHIP

## 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

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## 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



# RECOMMENDATIONS OBJECTIVE 2: WEBSITE PLAN

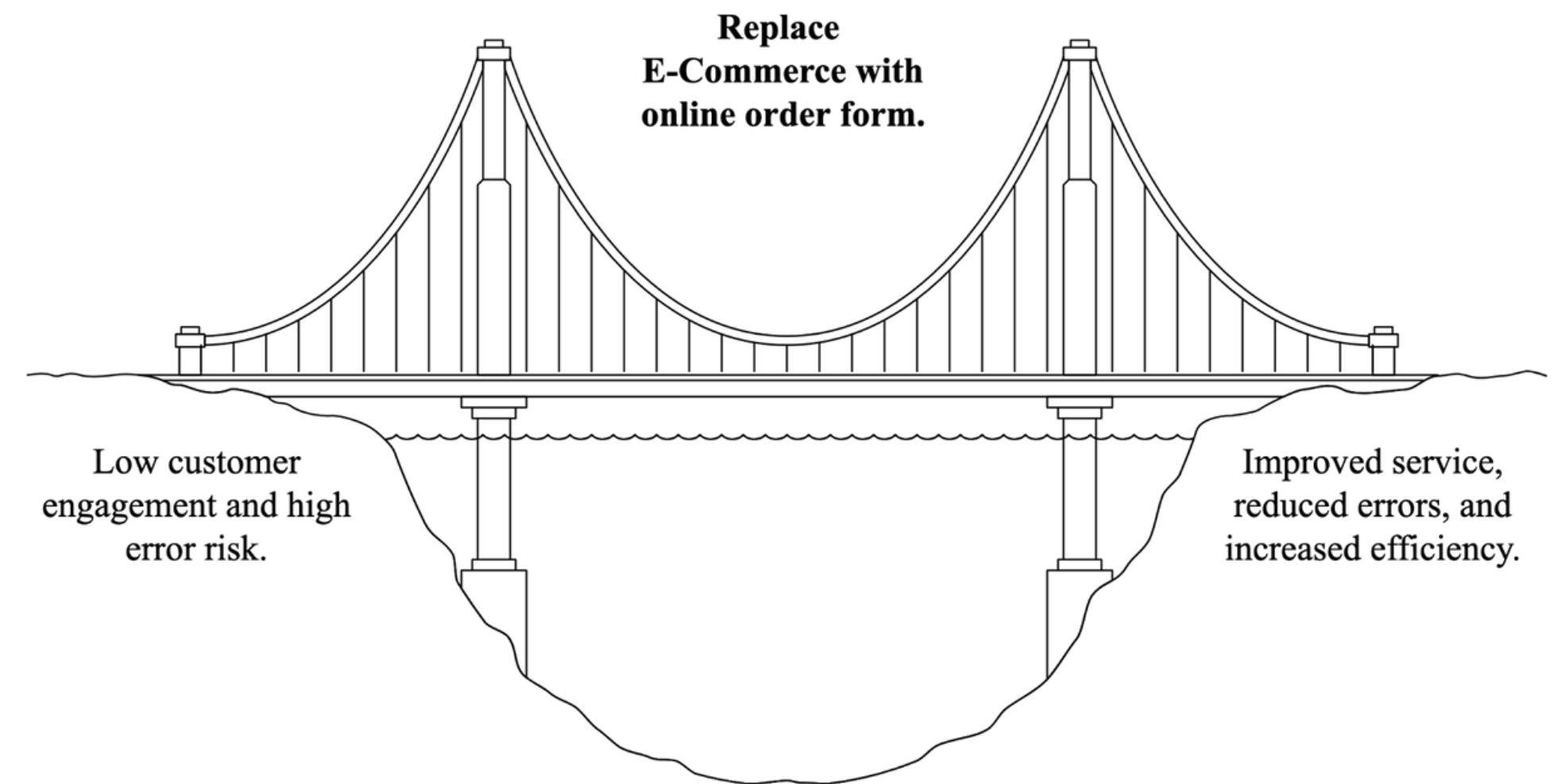
## ***Recommendation 1: Add a Simple Online Order Form***

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

The screenshot shows the homepage of West Burlington Hydraulic & Supplies. At the top left is a navigation bar with 'Shop' (marked with a large red X), 'About', and 'Contact'. The top center features the company logo 'WB HYDRAULIC & SUPPLIES'. On the top right are search, user, and cart icons. The main title 'West Burlington Hydraulic & Supplies' is in large red letters, followed by the tagline 'Big or Small we make them all!' and a description of custom hoses. Below this is a red button 'Submit your Same Day Pickup Order Here'.

**Form Fields:**

- First and Last Name
- Email Address
- Company Name (optional)
- Phone Number
- Select Product Type
- Other Information Needed
- Select Payment Method
- SUBMIT** button

**Annotations:**

- A line with an arrow points from the text 'Removing the shop feature' to the 'Shop' menu item in the top navigation.
- A line with an arrow points from the text 'Make this a drop down selection button' to the 'Select Product Type' field.
- A line with an arrow points from the text 'Option of payment in store or over phone' to the 'Select Payment Method' field.
- A line with an arrow points from the text 'Area to fill in specifics of sizing and product specifics' to the 'Other Information Needed' field.
- A line with an arrow points from the text 'Order are not made until phone call to confirm specifics' to the 'One of our Team Members will give you a call soon to confirm the details of your order.' message.

**Text at the bottom:**

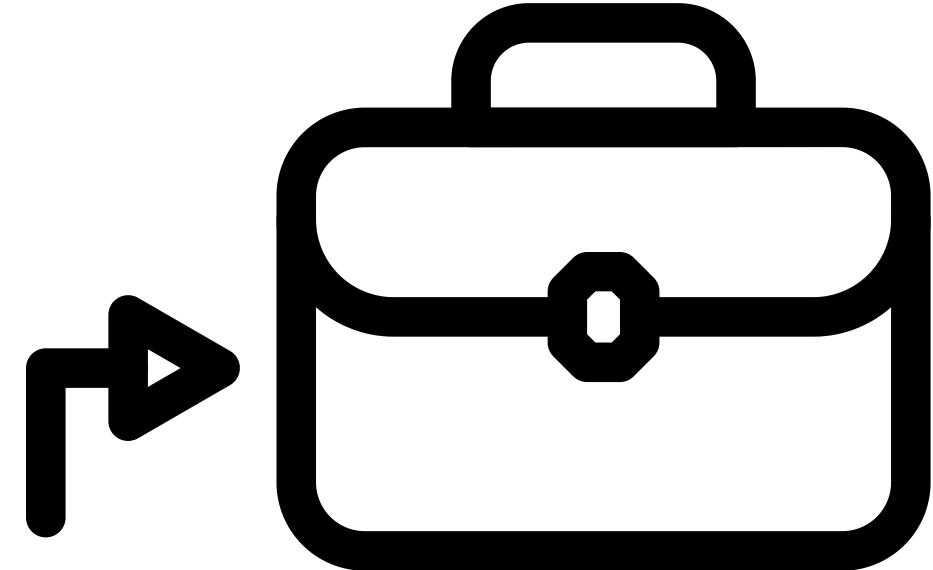
One of our Team Members will give you a call soon to confirm the details of your order.

# OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

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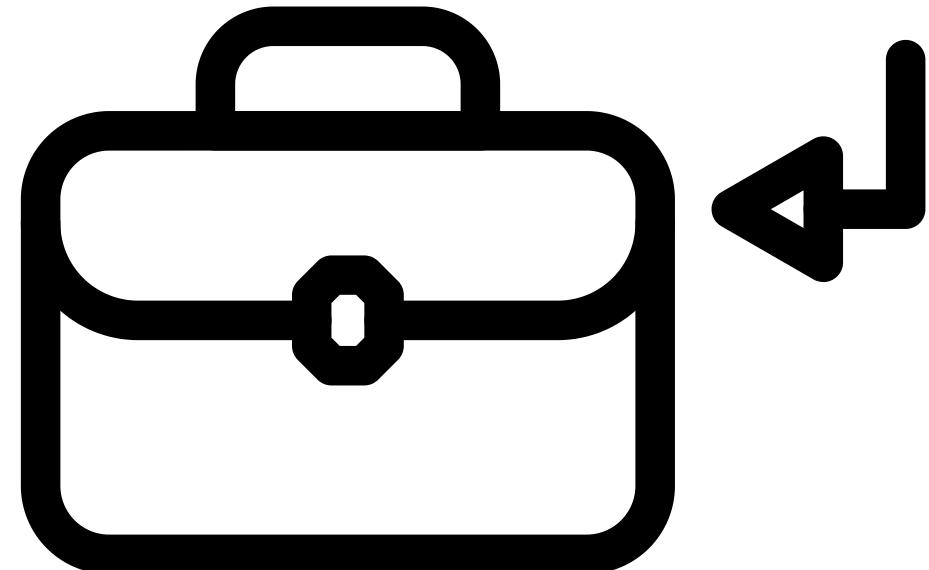
## ***Recommendation 1: Strengthen Relationships with Existing Business Customers***

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.

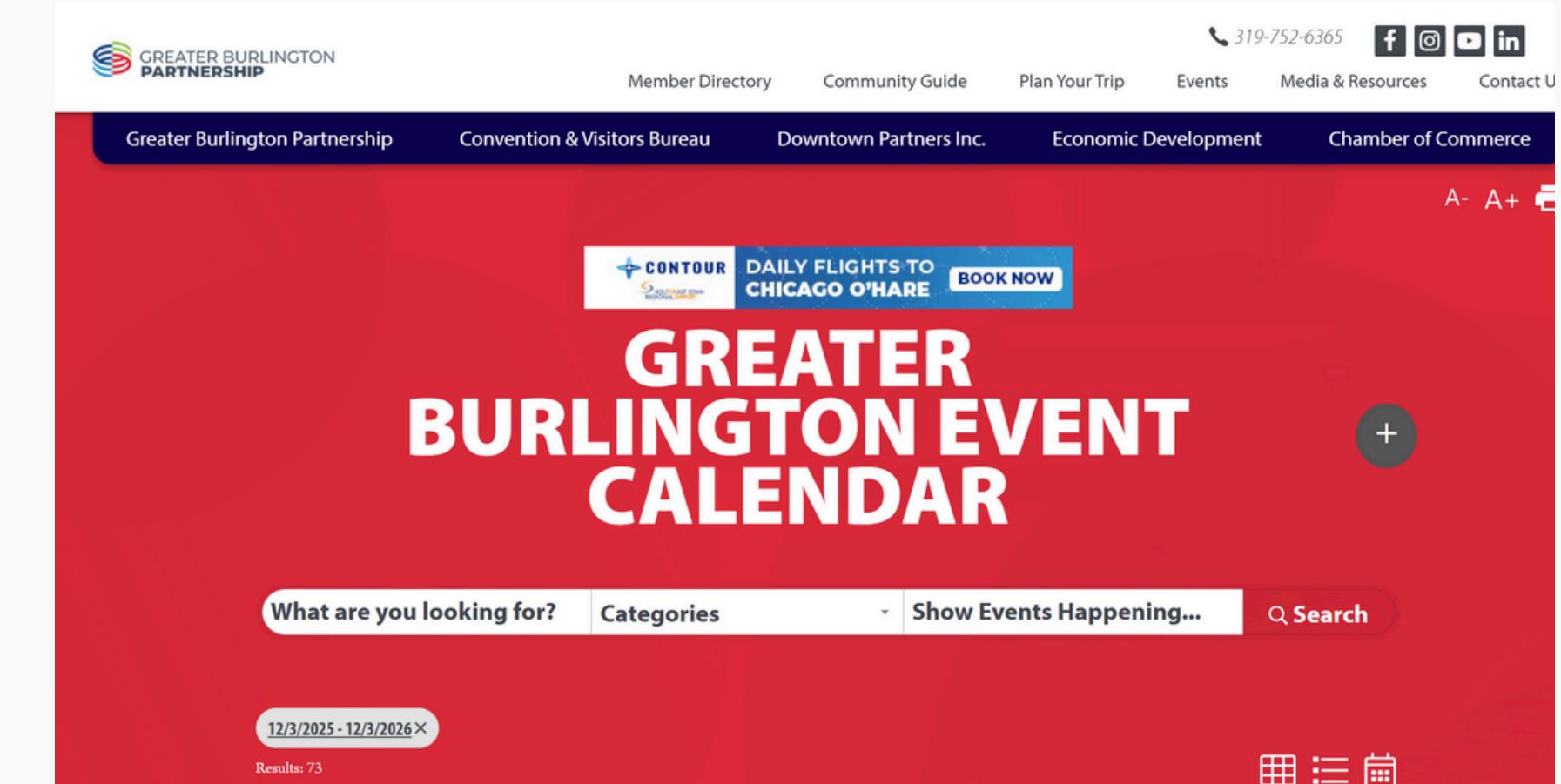


# OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

## ***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

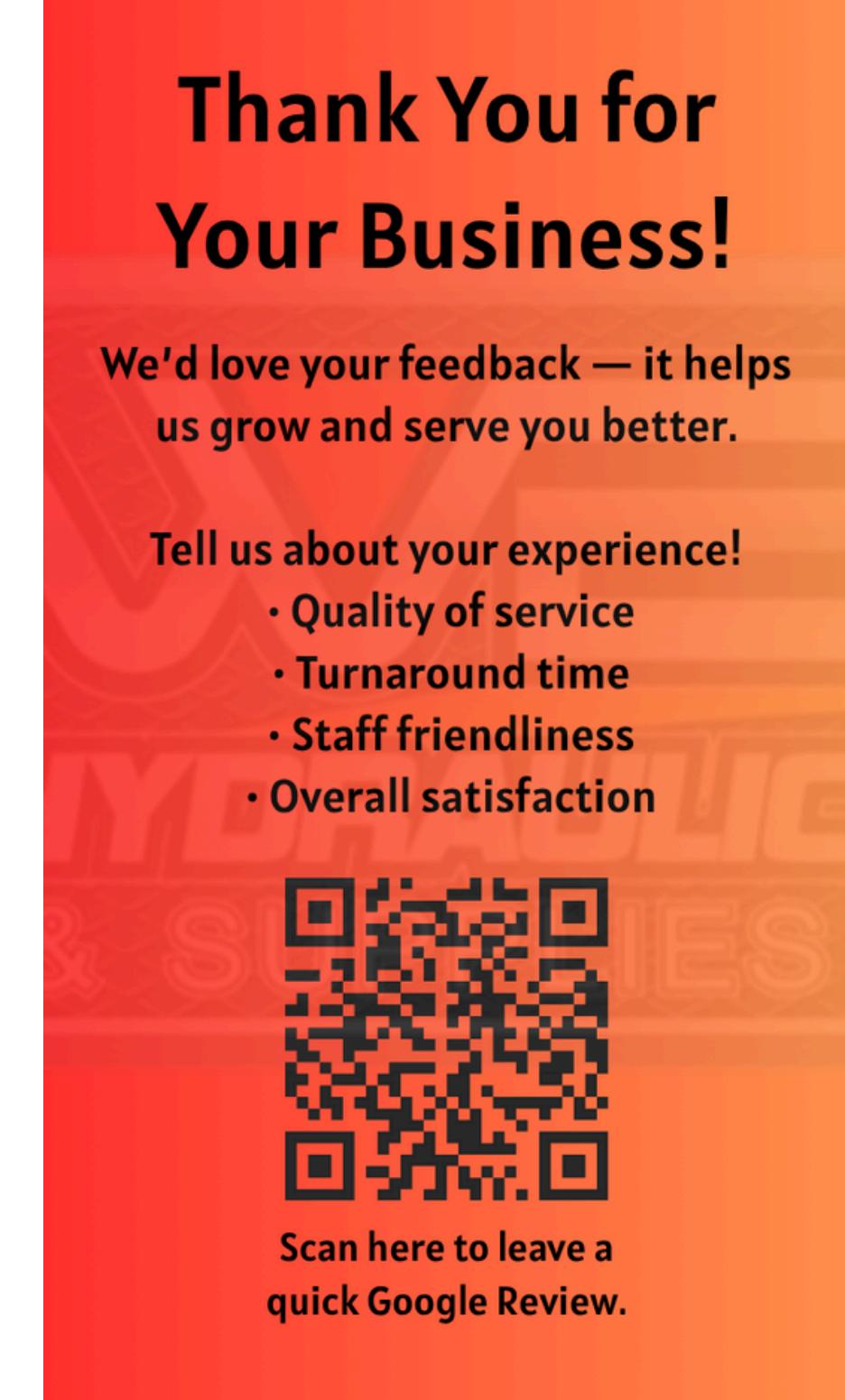


# OBJECTIVE 3: BUSINESS-TO-BUSINESS GROWTH OPPORTUNITIES

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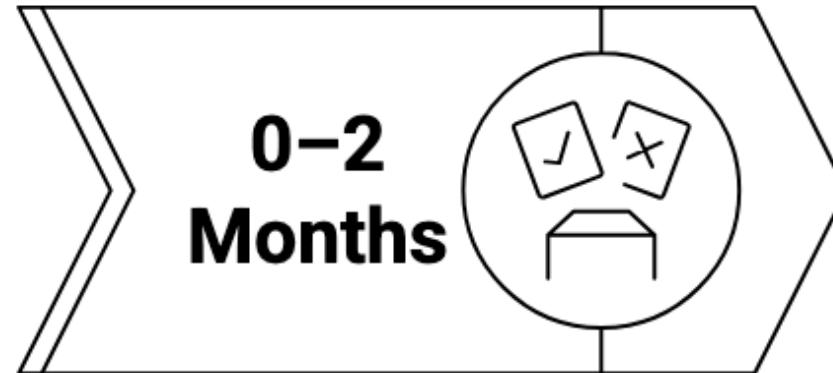
## ***Recommendation 4: Utilize Review Slip Cards to Increase Online Visibility***

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



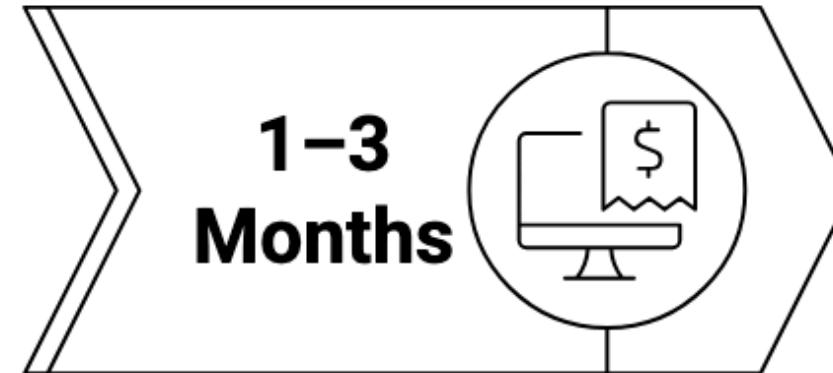
# IMPLEMENTATION PLAN

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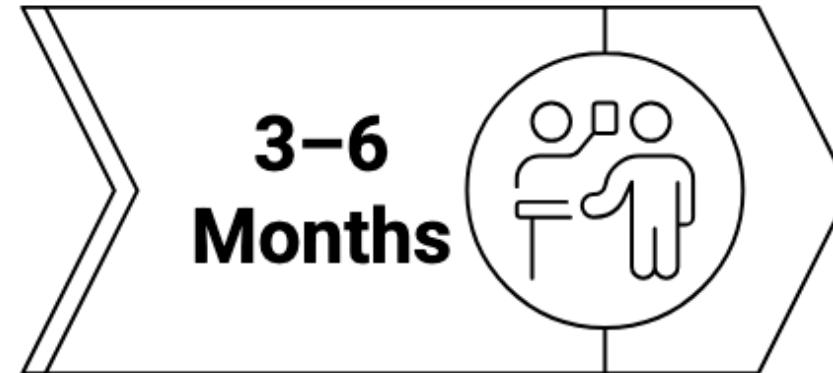
## Immediate Wins

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



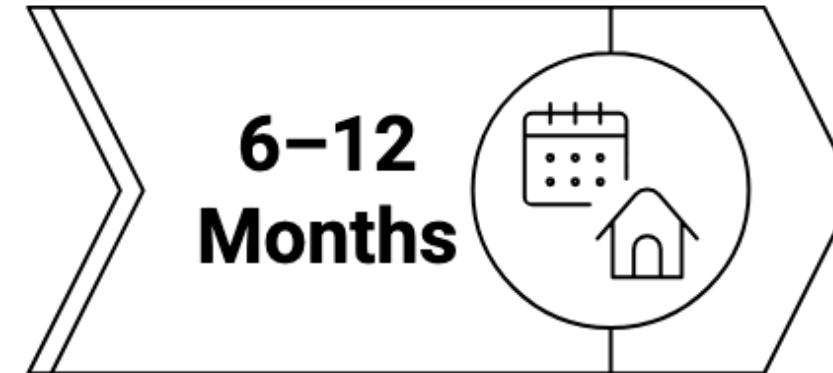
## Customer Intake & Outreach

- 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

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- 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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