

KKCM Consulting
S160 Pappajohn Business Building
Iowa City, IA 52242

West Burlington Hydraulic & Supplies

Final Report 2025

KKCM
CONSULTING

Kaden Barry | kaden-barry@uiowa.edu

Max Borkowicz | maxwell-borkowicz@uiowa.edu

Kaitlyn Hooker | kaitlyn-hooker@uiowa.edu

Chekinah Ngalula | chekinah-ngalula@uiowa.edu

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S160 Pappajohn Business Building
Iowa City, IA 52242

Table of Contents

Executive Summary	3
Problem Statement & Objectives.....	4
Methodology.....	4
Key Findings & Results of Research.....	5
Final Recommendations.....	6
Action Plan & Implementation Roadmap.....	7
Bibliography.....	11
Appendices.....	13
- Appendix 1: SWOT Analysis.....	13
- Appendix 2: Competitive Analysis.....	15
- Appendix 3: Expert Interviews.....	20
- Appendix 4: B2B Outreach.....	20
- Appendix 5: E-Commerce Feasibility Summary.....	22
- Appendix 6: Greater Burlington Partnership.....	24
- Appendix 7: Customer Review Slip.....	25
- Appendix 8: B2B Outreach Tips.....	26
- Appendix 9: Inventory Tools.....	26

Executive Summary

West Burlington Hydraulic & Supplies (WBH) is a locally owned custom hydraulic hose and service provider serving agricultural, industrial, and construction customers throughout the Burlington and West Burlington region. With a strong reputation for quality and same-day service, the business has maintained loyal customer relationships, but recent challenges, including rising online competition, limited digital visibility, and inefficiencies in inventory tracking, have slowed growth. KKCM Consulting partnered with WBH to evaluate these issues and develop practical, cost-effective strategies to strengthen the company's local presence, streamline operations, and expand business-to-business relationships.

Our team conducted a mixed-method analysis that included interviews with WBH, industry professionals, and representatives from the Greater Burlington Partnership, along with a detailed review of regional competitors, website performance, and digital tools. This research provided a comprehensive understanding of WBH's strengths, current limitations, and opportunities for growth in the surrounding market.

The findings show clear opportunities in three areas. First, WBH would benefit from using Lightspeed's reporting tools or similar systems to better organize inventory, reduce overstock, and align shelf space with high-demand items. Second, WBH's online presence is underutilized, and the website's unused e-commerce feature should be replaced with a simple order request form that fits customer behavior. Strengthening Google visibility through consistent review generation and light social media updates would also help attract new customers. Finally, the business has room to deepen relationships with existing accounts and pursue new partnerships by actions: improve inventory tracking and forecasting; remove the online shopping feature and implement an online order form; increase engagement with free Chamber marketing tools; and strengthen both existing and new B2B relationships through consistent, personalized outreach. These initiatives are supported by a practical implementation roadmap organized into four phases spanning immediate, short-term, mid-term, and long-term priorities.

Together, these steps offer WBH a clear, realistic plan to improve efficiency, increase visibility in the Burlington/West Burlington area, and position the business for sustainable growth. By focusing on service strengths, community engagement, and simple digital improvements, WBH can continue to stand out as a trusted local provider while expanding by leveraging Chamber of Commerce resources and using a structured outreach strategy.

Based on these findings, KKCM Consulting recommends four primary actions to expand its reach and customer base.

I. Problem Statement & Objectives

Problem Statement

West Burlington Hydraulic & Supplies is a locally owned hydraulic service provider specializing in custom hoses, fittings, and concrete tools. While the business has a strong reputation for quality and same-day turnaround, growth has slowed due to increased online competition, rising shipping costs, and limited online and community visibility. Inventory management challenges and unused website features further limit efficiency and customer engagement.

This project focuses on identifying practical strategies to strengthen WBH's presence in the local and regional market, optimize internal processes, and support long-term customer retention.

Objectives of the Project

West Burlington Hydraulics aims to expand its customer base, increase brand visibility, and reinforce its position as a trusted hydraulic service provider. To support these goals, KKCM Consulting targeted the following project objectives:

- **Inventory Optimization:** Assess WBH's current inventory setup to identify general patterns in fast and slow-moving products and provide practical recommendations to improve organization and efficiency.
- **Local Marketing Strategy:** Evaluate WBH's current marketing and digital presence and identify cost-effective opportunities to increase visibility in the Burlington and West Burlington area.
- **Business-to-Business Growth Opportunities:** Analyze existing and potential business relationships to identify opportunities for stronger engagement and a structured outreach approach that supports repeat and new business.

II. Methodology

To provide West Burlington Hydraulics with clear and actionable recommendations, KKCM Consulting used a mixed-method approach that combined primary and secondary research.

Primary Research

We conducted an in-depth client interview to understand current inventory practices, product turnover, customer behavior, and marketing challenges. Additionally, an expert interview was completed with representatives from the Greater Burlington Partnership (Chamber of Commerce), providing insight into local marketing opportunities, Chamber resources, and community dynamics. These interviews offered firsthand information about WBH's operational environment and community engagement potential.

Secondary Research

Secondary research included a review of industry best practices, competitor analysis, and evaluation of digital tools such as Lightspeed, AMP, Skyware, and Sortly. We analyzed competitors' online presence, website functionality, service offerings, and customer engagement. We also compiled a list of potential B2B partners using reputable regional directories and online resources. This research validated our understanding of the hydraulic services industry and aligned our recommendations with real market needs.

III. Key Findings and Results of Research

Objective 1: Inventory Optimization

Research revealed that WBH's current manual inventory tracking limits accuracy and efficiency in a small retail workspace. Sales data shows certain items consistently turn over quickly, while others remain slow-moving and occupy valuable shelf space. Digital tools such as Lightspeed's reporting features or external systems like Skyware and Sortly offer real-time tracking, improved forecasting, and better inventory visibility. Adopting a structured inventory process would help reduce overstock, minimize downtime caused by stockouts or supplier delays, and allow WBH to focus on categories that drive the strongest margins.

Objective 2: Local Marketing Strategy

Interviews with the Greater Burlington Partnership highlighted that WBH is a Chamber member but is not utilizing key free promotional tools, including Friday Facts, the Events Calendar, the Member Directory, and Chamber-hosted networking events. These tools are commonly used by local businesses to increase visibility, credibility, and community engagement.

Online review volume and search visibility were also identified as areas for growth. WBH has strong ratings but relatively few reviews, which impacts SEO performance compared to similar service providers. Additionally, the website's inactive online shopping feature adds clutter without providing customer value. Competitor analysis shows that most hydraulic service businesses emphasize direct service and do not use e-commerce, confirming that a simple order form and clear service messaging align more closely with customer expectations.

Objective 3: Business-to-Business Growth Opportunities

WBH has several existing business customers who place orders infrequently or only use limited services. These relationships present immediate opportunities for growth through personalized outreach and improved communication.

Additionally, our compiled list of 25+ regional companies, including manufacturers, contractors, and industrial operations, indicates strong potential for new partnerships. Consistent outreach using a combination of phone calls, in-person visits, and targeted mailers aligns with regional business norms. Chamber networking events also represent an underused pathway for WBH to build credibility and visibility in the local industrial community.

IV. Final Recommendations

Objective 1: Inventory Optimization

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

Lightspeed reporting should be used to create annual stocking estimates, identify slow-moving categories, and forecast seasonal demand. This will help reduce unnecessary purchases, free up shelf space, and protect cash flow by focusing on fast-turning, high-margin items.

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

An open house, promoted through Chamber channels and local radio, offers WBH the opportunity to showcase custom hose capabilities and same-day service. This event supports stronger community visibility and positions WBH as a trusted local partner.

Objective 2: Website Plan

Recommendation 1: Add a Simple Online Order Form

A streamlined homepage order form, supported by Lightspeed or AMP, will make it easier for customers to start orders and reduce phone time for staff. This approach aligns with industry norms that prioritize direct service over online checkout.

Recommendation 2: Remove the Unused Online Shopping Feature

Our evaluation shows that WBH cannot compete on price with national or global online retailers, whose mass production and distribution networks allow them to sell hydraulic components at significantly lower margins. Because WBH's pricing reflects custom service and same-day turnaround, e-commerce is not a viable competitive strategy. This reinforces that the website should focus on service visibility and a simple order request form rather than online shopping.

The current shopping cart has never been used and does not match customer behavior. Removing it simplifies the website, focuses attention on the order form, and reduces maintenance effort.

Objective 3: Business-to-Business Growth Opportunities

Recommendation 1: Leverage Free Chamber Resources

WBH should actively use the Chamber's Friday Facts, Events Calendar, Member Directory, and networking events to build awareness at no cost. These channels offer direct access to local manufacturers, contractors, and industrial businesses.

Recommendation 2: Strengthen Relationships with Existing Business Customers

Include personalized notes, service overviews, or delivery reminders with orders from current business clients. This encourages additional orders and helps WBH highlight lesser-known services.

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Recommendation 3: 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. This approach builds credibility and aligns with local business communication preferences.

Recommendation 4: Utilize Review Slip Cards to Increase Online Visibility

Providing QR-coded review slips at checkout encourages satisfied customers to leave feedback. Increased review volume improves Google search visibility and builds trust with new customers.

V. Action Plan & Implementation Roadmap

The following action plan outlines a practical, step-by-step approach for West Burlington Hydraulics to implement our recommendations. Our goal is to provide a clear roadmap that fits the business's size, capacity, and current operations, while ensuring each step contributes directly toward increased visibility, stronger customer relationships, and smoother internal processes. The timeline is flexible, but structured to help WBH see quick wins early while building momentum over the next year.

Phase 1: Immediate (0–2 Months)

Goal: Complete fast, low-cost improvements that create visibility and simplify daily operations.

1. Activate Chamber of Commerce Tools
 - a. Create a GrowthZone login
 - b. Submit the first Friday Facts announcement
 - c. Request the PDF member directory
 - d. Add WBH contact info, services, and updated hours to the Chamber site

Outcome: Immediate visibility boost across the Burlington/West Burlington network.

2. Remove Unused Online Shopping Feature
 - a. Contact AMP or Lightspeed support to disable the shopping cart
 - b. Replace the space with clearer service descriptions and contact buttons

Outcome: A simpler, cleaner website that reflects what customers actually use.

3. Prepare Review Slips for the Checkout Counter
 - a. Print 50–100 QR-coded review slips
 - b. Hand them to satisfied customers and politely ask for a positive review

Outcome: Higher Google review volume and better local SEO within weeks.

Phase 2: Short-Term (1–3 Months)

Goal: Build systems that support growth and modernize customer interactions.

1. Implement Online Order Form
 - a. Work with AMP or Lightspeed to add a short homepage order form
 - b. Test submissions and create a simple internal follow-up process

Outcome: Faster order intake and an easier process for new customers to request services.

2. Launch Initial B2B Outreach
 - a. Reach out to the four “limited engagement” companies (Cobo, US Gypsum, etc.)
 - b. Include a one-page service overview or personalized note in their next order
 - c. Offer delivery or upgraded service when relevant

Outcome: Strengthened relationships and immediate opportunities for additional business.

3. Start Light Social & Website Updates
 - a. Update photos on Google Business Profile
 - b. Ensure only one primary website domain appears in search
 - c. Make one Facebook post per month highlighting a service or project
 - d. Feel free to highlight current business relationships to draw industry connections

Outcome: More consistent online presence with minimal time investment.

Phase 3: Mid-Term (3–6 Months)

Goal: Expand brand awareness, community presence, and partnership opportunities.

1. Host or Sign Up for Chamber Events
 - a. Reserve a “Coffee with the Chamber” slot for mid-to-late 2026
 - b. Start preparing talking points and light refreshments budget

Outcome: Strong visibility and credibility within the local business community.

2. Begin New-Partner Outreach Plan
 - a. Contact 5–7 targeted companies per month
 - i. WBH has identified these opportunities, next step is to form those connections
 - b. Follow up with in-person introductions or mailed flyers
 - c. Track all outreach in a simple spreadsheet

Outcome: Steady growth in business contacts and new customer leads.

3. Evaluate Inventory Tracking Tools
 - a. Test Skyware or Sortly free trials
 - b. Compare reporting features, ease of use, and cost
 - c. Begin transitioning one category (e.g., hydraulic fittings) into the system

Outcome: *A smoother, more accurate inventory process.*

Phase 4: Long-Term (6–12 Months)

Goal: *Fully integrate new systems, review progress, and plan future improvements.*

1. Host WBH's Open House Event
 - a. Promote through Chamber channels, Facebook, and local radio
 - b. Showcase hose customization, turnaround time, and shop capabilities
 - c. Collect attendee contact information for follow-up

Outcome: *Increased brand awareness and new customer relationships.*

2. Review Key Metrics & Adjust Strategy
 - a. Track the following:
 - i. Inventory accuracy and turnover
 - ii. Number of new reviews
 - iii. Website order form submissions
 - iv. Chamber event engagement
 - v. New business partnerships formed

Outcome: *WBH can see which strategies drive the most value and refine efforts accordingly.*

3. Prepare Yearly Marketing & Operations Plan
 - a. Set goals for next year's outreach
 - b. Decide whether to expand digital tools or add new inventory software
 - c. Plan seasonal marketing pushes (e.g., spring agriculture season)

Outcome: *A long-term structure that reduces owner workload and supports steady growth.*

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Summary of Expected Results

By following this action plan, West Burlington Hydraulics can expect:

1. Increased visibility within the Burlington/West Burlington business community
2. More efficient inventory processes and reduced overstock
3. Stronger B2B relationships and new partnership opportunities
4. A streamlined website experience that matches customer behavior
5. Higher online review volume and improved Google search performance
6. More consistent customer engagement and long-term growth potential

This roadmap is designed to be realistic and manageable for WBH as a small business while still producing meaningful results. Each step builds on the previous one, ensuring sustainable progress and a clear path forward for WBH's continued success

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VII. Appendices

Appendix 1: SWOT Analysis

This appendix summarizes the internal strengths and weaknesses of West Burlington Hydraulics, and the external opportunities and threats identified during the project.

Strengths

- Industry Growth: The hydraulic hose and fittings industry is projected to continue growing over the next five years.
- Loyal and Established Customer Base:
 - Local customers consistently choose WBH over manufacturers for custom solutions.
- Strong Reputation for Quality:
 - Known for delivering high-quality products that meet or exceed expectations.
 - Consistent workmanship supports strong customer retention.
- Custom Fabrication Expertise:
 - Ability to create made-to-order hydraulic, air, petroleum, and industrial hoses.
- Local Expertise & Fast Turnaround:
 - Deep community roots and same-day service differentiate WBH from national competitors.
- Diverse Inventory:
 - Stocked with a broad range of hydraulic components used by agriculture, industrial, and construction customers.

Weaknesses

- High Competition:
 - Faces both local and national competitors with larger inventories and stronger marketing budgets.
- Higher Pricing Compared to Competitors:
- Limited Brand Awareness:
 - Low overall visibility outside the immediate West Burlington region.
- Limited Marketing Resources:
 - Marketing is not a core part of current operations, leading to low online engagement.
- Online Presence Constraints:
 - Website and social media activity are minimal; shopping features are unused.

Opportunities

- Promotional Offers for New Customers:
 - Targeted promotions, first-time buyer deals, or bundled services can attract new walk-ins.
- Expansion Into Emerging Markets:
 - Opportunities to enter new geographic regions or industries experiencing growth.
 - Custom solutions could serve niche markets in manufacturing, agriculture, or construction.
- Leverage Chamber of Commerce Resources:
 - Underutilized free marketing tools (Friday Facts, Events Page, networking events).
- Digital Optimization:
 - Online order form and enhanced SEO can increase visibility and customer convenience.
- Strengthened Local Partnerships:
 - Opportunity to deepen relationships with existing B2B clients and expand into neighboring businesses.

Threats

- Rapid Technological Change:
 - Hydraulic system innovation requires continual adaptation to remain competitive.
- Intense Competition from E-Commerce Platforms:
 - Online retailers such as Amazon pose threats on pricing and availability.
- Economic and Industry Downturns:
 - Recessions or agricultural downturns could reduce demand.
- Regulations & Sustainability Trends:
 - Increasing environmental regulations may require adjusting product offerings or materials.
- Major Competitors with Emergency Services:
 - Companies like Brozene and PIRTEK offer 24/7 on-site service, which could draw customers needing fast emergency response.

Appendix 2: Competitive Analysis

West Burlington Hydraulics (WBH)

Brand Statement: “Big or Small, We Make Them All.”

Competitive Advantage:

- Locally owned and operated small business specializing in **same-day** custom hose fittings.
- Customers can walk in, get a hose customized on the spot, and leave ready to go.
- Consistent, personalized service during all business hours.

Target Market:

- Local agricultural and industrial businesses (farming, construction, manufacturing).
- Small–medium sized enterprises that need fast turnaround and customization.

Products & Services:

- Custom hydraulic hose cutting, assembly, and fitting.
- Same-day walk-up service.
- Hydraulic repair and maintenance for agricultural/industrial equipment.
- Technical support in selecting proper hoses and fittings.

Pricing:

- Hydraulic hose pricing varies by size and service.
- Specific pricing not publicly listed.

Distribution & Service:

- Serves West Burlington + surrounding counties.
- Walk-in service: Mon–Fri, 7:30 am–5:00 pm.
- Online shopping feature exists but is unused.
- Delivery available for repeat customers upon request.

Brand Reputation:

- 5.0 stars from 12 Google reviews.
- Customers consistently praise excellent service, fast turnaround, and high-quality craftsmanship.
- Noted for going “above and beyond” (one reviewer highlighted offering a refund if a hose didn’t work).

Marketing Presence:

- Basic website and Facebook page.
- Minimal content posting; limited recent activity.
- Relies heavily on word-of-mouth referrals.

Strengths:

- Strong local reputation and loyal base.
- Fast turnaround with custom fabrication.
- Diverse inventory for common local applications.

Weaknesses:

- Limited regional visibility.
- Minimal digital presence.
- Online shop unused.

Dubuque Hose & Hydraulic

Brand Statement: “We Stock What We Sell.”

Competitive Advantage:

- Convenient walk-up counter.
- Offers both custom hose fittings and an email-based ordering system.
- Known for efficient, same-day service.

Target Market:

- Regional contractors and industrial clients across Iowa, Illinois, and Wisconsin.
- Businesses needing regular system maintenance.

Products & Services:

- Custom hose assembly for various pressure needs.
- Hose repair and replacement.
- Industrial hoses for construction, agriculture, and equipment.
- Wide range of fittings and accessories.
- Free delivery offered.
- Walk-in counter: Mon–Fri 7:30 am–5 pm.

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Pricing:

- Pricing varies by hose size and service.
- No detailed pricing online.

Brand Reputation:

- 4.9 stars from 37 reviews.
- Customers compliment well-managed operations and responsiveness.
- Positive feedback on quick ordering and delivery of specialty parts.

Marketing Presence:

- Strong longstanding presence in the Tri-State region.
- Uses traditional marketing (community events, local advertising).
- Facebook page exists but is not frequently updated.

Strengths:

- Very large inventory (15,000 sq ft warehouse).
- High customer satisfaction and strong community trust.
- Established in 1990.

Weaknesses:

- Limited website capabilities.
- Less modern online engagement.
- Service hours are not ideal for emergency needs.

Brozene Hydraulic Service

Brand Statement: “Proudly Serving the Area for 42 Years!!”

Competitive Advantage:

- 50+ years of hands-on experience.
- Offers 24-hour emergency hydraulic repair support.
- Widely recognized for reliable, complete hydraulic solutions.

Target Market:

- Industrial and commercial clients across the Burlington region.
- Customers needing urgent or routine maintenance.

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Products & Services:

- Comprehensive hydraulic system diagnostics and repairs.
- Custom assembly of hydraulic, industrial, and specialty hoses.
- On-site mobile repair services.
- Preventative maintenance programs.
- Immediate walk-in counter service.

Pricing:

- Not publicly listed.

Brand Reputation:

- 4.8 stars from 24 reviews.
- Known for knowledgeable staff and strong technical capability.

Marketing Presence:

- Limited Facebook activity.
- Does not rely heavily on digital channels.

Strengths:

- Deep technical experience.
- On-site service reduces customer downtime.
- Strong brand legacy.

Weaknesses:

- Website issues (recently down).
- Minimal social media activity.
- Less modern outward-facing digital presence.

PIRTEK

Brand Statement: "WE'LL KEEP YOU OPERATING®!"

Competitive Advantage:

- Nationwide franchise network with 160+ locations.
- Provides 24/7 on-site hose replacement with 1-hour ETA.
- High consistency and rapid emergency response.

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Target Market:

- Large-scale industrial, construction, mining, and manufacturing clients.
- Businesses needing rapid on-site hose replacement.

Products & Services:

- 24/7 mobile emergency hose replacement.
- Custom assembly of industrial hoses.
- Preventative maintenance and hose management programs.
- Online ordering through franchise portals.
- Service centers for walk-in customers.

Pricing:

- Prices range widely (\$25–\$70+ per hose).
- Typically higher due to on-site and emergency service premiums.

Brand Reputation:

- 4.9 stars from 39 reviews in regional locations.
- Featured in Entrepreneur's Franchise 500.

Marketing Presence:

- Extensive digital marketing and corporate advertising.
- Strong national brand recognition.

Strengths:

- Unmatched emergency response capability.
- Comprehensive training and corporate support.
- Industry leader.

Weaknesses:

- Pricing is often higher than local independent providers.
- Service quality varies by franchise location.
- Less personalized customer relationships.

Appendix 3 Expert Interviews

Interview 1 – Mike Little, Acterra Group (10/8/25)

Mike Little provided insight into supplier relationships and purchasing priorities. Acterra relies on Custom Hose for fast, reliable turnaround and IRPCO for specialized fuel-related hoses. These insights highlight the importance of quick service and specialization in customer decision-making.

Interview 2 – Brooke Daffron, BrookeEmily Photography (10/27/25)

Brooke emphasized the importance of consistent online posting, community involvement, and word-of-mouth referrals for small businesses. Her approach demonstrates how visibility and relationship-building drive customer engagement.

Interview 3 – Amy O'Brien & Melissa Jones, Greater Burlington Partnership (11/3/25)

The Chamber representatives described several underused benefits available to WBH, including Friday Facts, Coffee with the Chamber, the Events page, and networking opportunities. They also explained local demographics and marketing tools effective in Burlington, such as radio promotion and community events.

Appendix 4: Contact Information for New B2B Opportunities

Company	Email or Phone Number	Address/Notes
BNSF Railroad	Contact Form - See website	National company homebase in Texas.
American Ordinance Ammunition plant Middletown, IA	(319) 753-7210	Limited business done here already. 17575 Iowa 79, Middletown, IA 52638
Koch Fertilizer Plant Wever, Iowa	Contact Form - See website	3550 180th St, Wever, IA 52658
Brockway Company Burlington, IA.	319-754-7541	1104 Gnahn St, Burlington, IA 52601
Ryan & Associates Burlington, IA	Contact Form - See website	10955 60th St, Davenport, IA 52804
US Gypsum plant Mediapolis,	(319) 394-3184	Limited business done here already.

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IA.		
Flint Cliff Mfg. Burlington, IA.	(319) 752-2781 and info@flintcliffs.com	1600 Bluff Rd #4760, Burlington, IA 52601
CNH Industrial Burlington, IA (closing soon)		Since they are closing soon, potentially not a good idea to promote business too.
Winegard Co Burlington, IA.	(800) 288-8094	3000 Kirkwood St, Burlington, IA 52601
KPI Concepts West Burlington, IA.	(319) 754-5922	1415 W Mt Pleasant St, West Burlington, IA 52655
Shearers Foods West Burlington, IA.	(319) 208-5849	Limited business done here already. 401 W S Roosevelt Ave, Burlington, IA 52601
Southeastern Community College Maintenance West Burlington		If looking at hiring this might be a great place to attend a job fair or promote the business in their industrial programs.
University Of Iowa Maintenance dept. Iowa City		If looking at hiring this might be a great place to attend a job fair or promote the business in their industrial programs.
Lamont Molding Mt Pleasant, IA.	(319) 385-1528	1516 E Maple Leaf Dr, Mt Pleasant, IA 52641
Gregory MFG Ft. Madison, IA.	(319) 463-7700	2512 Henry Ladyn Dr, Fort Madison, IA 52627
Spencer Industries Wapello, IA.	319) 523-6000	14120 Locust St, Wapello, IA 52653
Foam Fabricators Ft. Madison, IA.	NA	100 Formad Industrial Dr, Fort Madison, IA 52627
Climax Ft. Madison, IA.	(319) 463-7151	2598 US-61, Fort Madison, IA 52627
Western Smokehouse Burlington, IA.	(319) 576-2023	Limited business done here already. 3800 West Ave, Burlington, IA 52601
Stergings Burlington, IA.	(319) 754-8467	1819 Charles St, Burlington, IA 52601
Conagra Ft Madison, IA.	(319) 463-7111	2467 Henry Ladyn Dr, Fort Madison, IA 52627
Siemans Ft Madison, IA.	(319) 371-2377	2597 US-61, Fort Madison, IA 52627
Borghi Mfg. Burlington, IA.	(319) 758-6990	402 Division St, West Burlington, IA 52655
Cobo Mfg. Burlington, IA	(319) 754-5585	Limited business done here already.

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Rexco Burlington, IA	(319) 419-6050	1521 S Roosevelt Ave, Burlington, IA 52601
Scotts Mfg. Ft. Madison, IA.	(319) 376-5000	1910 48th St, Fort Madison, IA 52627
Laviene Sanitation West Burlington	(319) 753-0405	1022 N Gear Ave, West Burlington, IA 52655
Klinger & Associates Burlington, IA.	(319) 752-3603	610 N 4th St #100, Burlington, IA 52601
Wemiga Waste Burlington, IA.	(319) 385-4849	1005 W Washington St, Mt Pleasant, IA 52641
Industrial Service Corporation Burlington, IA.	(319) 754-4000	1731 N Roosevelt Ave, Burlington, IA 52601
Waterworks Car Wash Burlington, IA.	(319) 753-5388	500 S Roosevelt Ave, Burlington, IA 52601
Miracle Car Wash West Burlington, IA.	319) 753-6300	102 E Agency Rd, West Burlington, IA 52655

Appendix 5: E-Commerce Feasibility Summary

This appendix provides supporting evidence for removing the online shopping feature from WBH's website and replacing it with a simple online order form.

1. Customer Behavior Insights

- Website analytics show no product-page clicks, cart attempts, or checkouts.
- Custom hydraulic hoses require measurements and fittings that cannot be selected accurately through e-commerce.
- Customers overwhelmingly rely on walk-ins or phone calls, which aligns with WBH's same-day service model.

Conclusion: *Customers do not use or benefit from online shopping.*

2. Industry & Competitor Benchmarking

No regional hydraulic businesses, including Brozene, Dubuque Hose & Hydraulic, or PIRTEK, use e-commerce checkout. Instead, they rely on counters, phone orders, or on-site service.

Hydraulic hose fabrication is custom, not retail. Most jobs require technician input, making e-commerce unreliable and high-risk for errors.

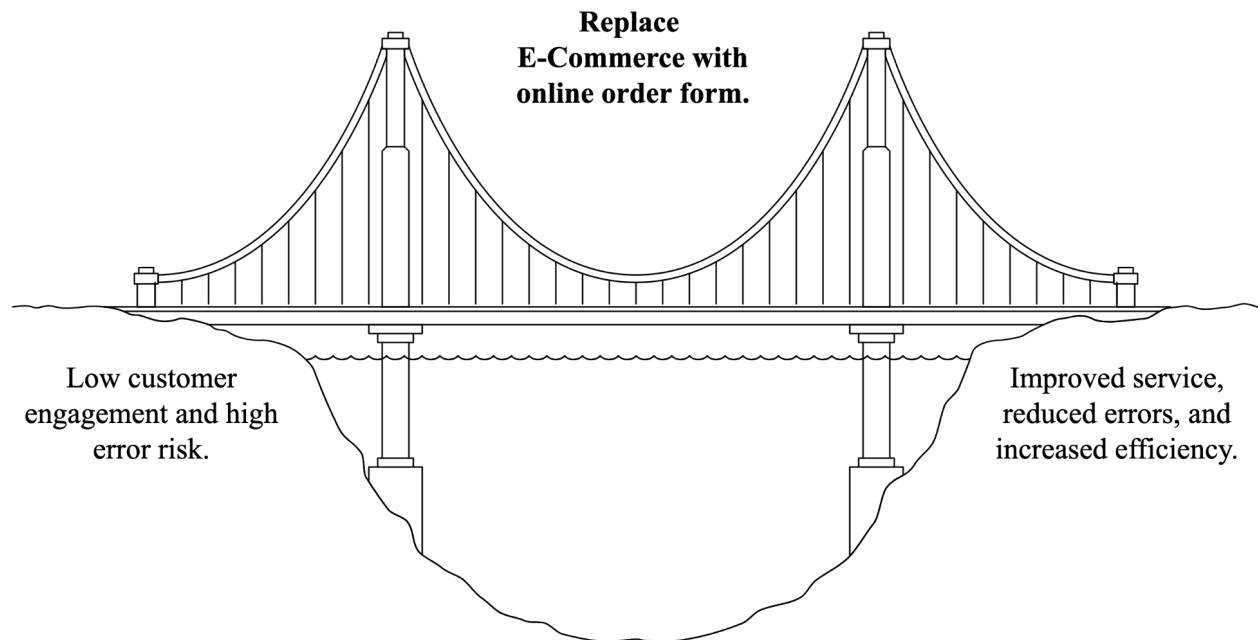
Conclusion: E-commerce is not standard or effective in this industry.

3. Pricing Feasibility Overview

WBH cannot compete on price with national/global online retailers who benefit from mass production and low-margin pricing. WBH's value is service, speed, and customization, not discount pricing.

Conclusion: Competing on price online is not realistic for WBH.

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



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The screenshot shows the homepage of West Burlington Hydraulic & Supplies. At the top left is a navigation bar with 'Shop' (with a dropdown arrow), 'About', and 'Contact'. On the right is a logo for 'WB HYDRAULIC & SUPPLIES' with icons for search, email, and a shopping cart. Below the navigation is a red header with the company name. A sub-header below it reads '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.' A call-to-action button says 'Submit your Same Day Pickup Order Here'. The main content area contains a form with fields for 'First and Last Name', 'Email Address', 'Company Name (optional)', 'Phone Number', 'Select Product Type', and 'Other Information Needed'. Below the form are buttons for 'Select Payment Method' and 'SUBMIT'. A note at the bottom states 'One of our Team Members will give you a call soon to confirm the details of your order.' Several annotations with arrows point to specific elements: one arrow points to the 'Shop' dropdown with the text 'Make this a drop down selection button'; another arrow points to the 'Other Information Needed' field with the text 'Area to fill in specifics of sizing and product specifics'; a third arrow points to the 'Select Payment Method' button with the text 'Option of payment in store or over phone'; and a fourth arrow points to the note at the bottom with the text 'Order are not made until phone call to confirm specifics'.

Appendix 6: Greater Burlington Partnership Resource Guide

This appendix summarizes the free Chamber of Commerce benefits available to West Burlington Hydraulics. These tools support the recommendations involving community engagement and low-cost marketing.

Free Promotional Resources

- Friday Facts Newsletter
 - Distributed weekly to local businesses and community members.
 - Can be used to promote updates, events, or service reminders.
- Events Calendar Listing
 - Allows WBH to post open houses, demonstrations, or seasonal promotions.
- Member Directory
 - WBH is listed but can enhance its description, add keywords, and update contact info.

Networking Opportunities

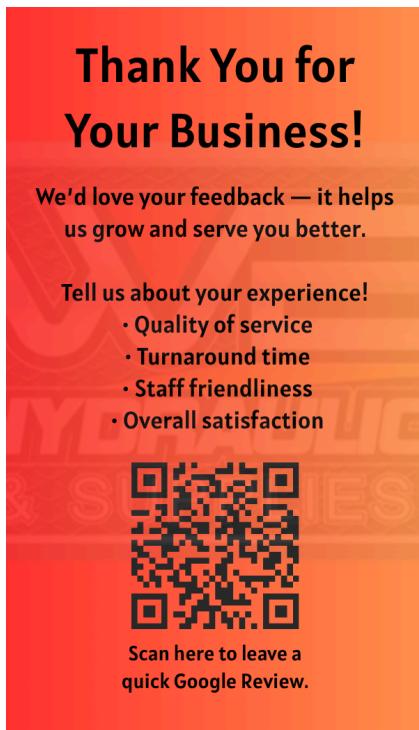
- Business After Hours
 - Monthly networking event hosted by local businesses (2026 slots full; 2027 available).
 - Opportunity to showcase service capabilities and meet new partners.
- Coffee with the Chamber
 - Quarterly event where businesses can host a morning meet-and-greet.
 - Allows WBH to share its story and strengthen local connections.

Member Tools & Support

- GrowthZone Member Portal
 - Manage WBH's directory listing, events, job posts, and promotional content.
 - Provides access to Chamber contacts and marketing placements.
- PDF Partner Lists
 - The chamber can provide curated lists of local businesses for outreach at no cost.

Community Marketing Insights

- Local radio is widely used and trusted in Burlington's blue-collar, manufacturing-heavy demographic.
- Chamber events often result in direct introductions to industrial leaders in the region.
- WBH is well-positioned to benefit from Chamber traffic due to its service specialization.



Appendix 7: Customer Review Slip Summary

The customer review slip provides a quick QR code for customers to leave a Google review after receiving service. WBH currently has strong ratings but a relatively low number of total reviews, which limits its visibility in local search results compared to competitors. Using this slip at checkout or with completed orders offers an easy, no-cost way to encourage satisfied customers to leave feedback, strengthen WBH's online reputation, and improve local SEO.

Appendix 8: B2B Outreach Tips

This appendix provides simple guidelines West Burlington Hydraulics can use when reaching out to local businesses for potential partnerships or increased engagement.

Key Outreach Tips

- **Keep it short and direct:** Focus on introducing WBH, explaining the value (same-day custom hoses), and identifying the right contact person (maintenance, operations, or purchasing).
- **Lead with convenience:** Highlight fast turnaround, custom fabrication, and local availability. These are WBH's strongest differentiators.
- **Use multiple touchpoints:** Combine phone calls, quick drop-ins, email follow-ups, or leaving a business card with a brief service overview.
- **Bring something tangible:** A simple one-page service summary or business card helps businesses remember WBH after the initial contact.
- **Ask about current needs:** Many businesses only replace hoses when something breaks. Asking about “upcoming maintenance or equipment needs” opens the door for conversation.
- **Be consistent:** A small amount of regular outreach (5-7 businesses per month) is more effective than one large push.
- **Follow up respectfully:** After initial contact, a brief email or call reinforces the connection without seeming pushy.
- **Track interactions:** Maintaining a simple list of businesses contacted, dates, and responses helps identify opportunities and prevents duplicate outreach.

Appendix 9: Inventory Tools

This appendix provides tools for WBH to enhance its inventory management along with providing a clearer picture of the overall business operations.

- **Lightspeed Data:** The monthly and weekly data can help you calculate all of these
- **Yearly Forecast:** A yearly forecast will have to be done by organizing historical data separately and then combining it
- **Safety Stock Calculation:**
 - Formula: Safety Stock = Z_value * STDEV(demand_range) * SQRT(LeadTime)
 - Purpose: Helps buffer against variability in demand and lead time to prevent stockouts.

- **Standard Deviation of Demand:**
 - Formula: STDEV(monthly range of values)
 - Purpose: Measures variability in demand over time, used in safety stock and forecasting.
- **Standard Deviation of Lead Time:**
 - Formula: STDEV(lead times in the past month)
 - Purpose: Quantifies variability in supplier delivery times, informing safety stock levels.
- **Inventory Turnover Ratio:**
 - Formula: Inventory Turnover = COGS / AVG Inventory
 - Purpose: Indicates how efficiently inventory is sold and replaced; higher values suggest better inventory utilization.
- **Days of Inventory on Hand (DOH):**
 - Formula: DOH = AVG Inventory / COGS x 365
 - Purpose: Shows how many days inventory will last at current sales rates; helps in planning and avoiding overstocking.
- **Fill Rate:**
 - Formula: Units Shipped / Units Ordered
 - Purpose: Measures the ability to meet customer demand without stockouts; key for service level monitoring.