

# **Jon Oliver & Associates**

**Helping Manufacturers to Grow their Business More Consistently**

---

## **PRESS RELEASE**

**For Immediate Release**

Contact: Jon Oliver, Principal Consultant  
Jon Oliver & Associates  
Phone: (215) 631-1122  
Email: [jon.oliver@jonaconsultants.com](mailto:jon.oliver@jonaconsultants.com)

## **Jon Oliver & Associates Launches New Website**

LANSDALE, Pa.--February 14, 2012.--Jon Oliver & Associates, a management consulting firm that helps manufacturers to grow their business more consistently, has launched its new website at [www.jonaconsultants.com](http://www.jonaconsultants.com).

The website describes the firm's marketing strategy, market development, and market research services. It includes links to 12 Case Studies in a situation / strategy / results format and presents numerous client testimonials. The site also outlines Mr. Oliver's unique background. This includes 26 years of management experience with multinational manufacturing companies based in the U.S., Canada, and England prior to founding his management consulting firm.

"Companies come to JO&A when they are looking for help with their sales & marketing operations," says Oliver. "This is often because they need to generate sales revenues from "good-fit" new markets to offset declining sales to traditional markets, or because major customers are offshoring their manufacturing. Others see their revenues flattening out and need help developing strategies and programs that will grow their business more consistently."

The firm's management consulting services include:

- Research and develop a stronger, customer-focused Marketing Strategy.
- Guide and project manage the cost effective implementation of new sales & marketing strategies.
- Facilitate an externally-focused Strategic Planning process.
- Find and evaluate potential "Good-Fit" New Markets.
- Identify, and then Qualify Prospective New Customers in specified Target Markets.
- Design and conduct Market Research studies.
- Fast-track the development and introduction of New Products.

Founded in 1997, Jon Oliver & Associates (JO&A) has successfully completed business-building projects for over 50 organizations. Most of the firm's clients are manufacturing, engineering and science-based companies located in the greater Philadelphia and Mid-Atlantic regions, with sales revenues ranging from \$600,000 to \$500 million.

## About Jon Oliver & Associates

JO&A operates as a virtual company. The only employee is Jon R. Oliver, the Managing Principal and Principal Consultant. This form of business was adopted for two primary reasons. It keeps overhead expenses to a minimum – low operating costs enable the firm to provide clients the best value for each dollar they invest in JO&A's services. Also, no one consultant can be expert in all fields. The firm has therefore partnered with a number of experienced, well-qualified Associates in closely related, complementary fields. These Associates are described in the site.

Please contact us at 215-631-1122 if you need help with your industrial sales and marketing operations.

Jon Oliver & Associates  
104 Bryan Circle, Suite 300  
Lansdale, PA 19446  
Phone: (215) 631-1122  
Website: [www.jonaconsultants.com](http://www.jonaconsultants.com)

# # # # # # # #