

GOLDEN ISLAND JERKY COMPANY Cookin' and Grillin' Up New Sales with CMTC



Your taste buds might be familiar with Golden Island Jerky Company. Based in Rancho Cucamonga, California, this third-generation, family-owned and operated business produces more than 20 varieties of beef and pork jerky snacks with delicious flavors from all around the world. From Teriyaki and Hickory Black Pepper to Mandarin Orange and Chili Lime, their mouth-watering jerky has been pleasing “snackers” for more than 50 years. Have you ever been disappointed by rubbery or hard-texture jerky? This doesn’t happen with Golden Island’s products. Their beef jerky is “kettle cooked” and their pork jerky is “flame-grilled”, making their jerky have a “soft-mouth” texture – always!

In 2011, Golden Island was experiencing a hyper-growth period. The company received a bid from a large discount retailer to introduce a new flame-grilled barbecue pork jerky, making it the first company to launch such a product for the retail market. Golden Island was excited about the growth potential, but the preparation and accommodations presented the company with challenges.

“We were very confident in our product, but were approaching everything cautiously,” recalls Anna Kan, President of Golden Island. “The opportunity was incredible, but we also needed high-level strategic help to accommodate the growth.”

The company particularly needed assistance with developing a strategic marketing plan to tackle issues like market development, product position and branding. Golden Island also cited the need for enterprise resource planning (ERP), or an internal system to maintain important management information for the company and keep departments organized. “Without the right infrastructure, we wouldn’t be able to keep up with capacity and marketing demands,” says Kan.



In April, 2011, Golden Island connected with CMTC. “I was sitting in my office and thinking, ‘I need help!’ I Googled available resources and found CMTC,” remembers Kan. Consultants evaluated the company’s needs and provided growth services to help Golden Island.

CMTC addressed Golden Island’s marketing challenges by overseeing marketing planning sessions with key managers. Consultants helped the team with various tasks including assessing distribution channels, analyzing competitive threats, creating a product positioning plan and evaluating return on investment (ROI) metrics for marketing and promotional campaigns. The marketing portions of the services were completed by the end of April.

Consultants also worked with Golden Island to overcome its ERP challenges and set up its new management system. "This was very critical for us," says Kan. CMTC evaluated the company's business operations and worked with managers and departments to implement a new organization system. Planning helped Golden Island set up, integrate and manage the system to host the important information shared by numerous departments including accounting, human resources and marketing. Training on the new system concluded in December.



Because of CMTC's assistance, Golden Island successfully managed its increased marketing and capacity requirements. This allowed Golden Island to grow sales by \$2,000,000, create 15 new jobs and invest into key areas that would further support growth including IT, new equipment and workforce improvement initiatives.

"CMTC went above and beyond to address our problems and played a major role in helping us grow. I'd like to give kudos to them for their exceptional customer service."

*-Anna Kan
President*

FEATURED CUSTOMER

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