

# Manufacturing

## CASE STUDY

071012-002



Increased business in the  
current fiscal year  
by **193%**  
above our projections.

**INDUSTRY** Manufacturing

**OBJECTIVE** New product launch.

**TIME FRAME** 12-month period.

**OFFER** Sign-up for 12 months with autoship of 4 cases per month for specific amount and receive a complimentary 3-day/2-night vacation.

**RESULTS** Increased business in the current fiscal year by 193% above our projections. Predicting a growth rate of 45% or more in the upcoming fiscal year as a result of the autoship program becoming even more entrenched in the market.

**NEXT ACTION** Planning another promotion using Motivation Advantage vacation incentives to take the business to even greater heights.