

Ardmore Development Authority Ardmore, OK

Target Industry Analysis and Strategic Marketing Plan

Janus Economics Principals completed a review and a brief industry profile of the target industries and sectors that the Ardmore Development Authority had already identified including:

- Aviation-related industries (e.g. MROs, aircraft rebuilding, aircraft parts)
- Agriculture-related bio-tech
- Auto assembly plant suppliers (probably Tier 2 or Tier 3, but possibly Tier 1)
- Natural gas-using industries
- Logistics and distribution activities

This analysis reviewed and assessed the relative merits of these target industries using our extensive experience in business location and economic development consulting. Additional industries we suggested that would make good marketing targets based on our assessment of the Ardmore region.

A list of specific natural-gas and steam using industries was identified that would be good marketing targets for the Ardmore area in order to support future economic and community development plans for infrastructure improvements and incentives.

The marketing plan included:

- A vision statement, value proposition, and benefit statements
- Goals and objectives
- Strategic marketing actions to achieve each goal
- An organizational approach to implement the plan.

The Marketing Plan involved a three- to five-year time-span. Both short-term and long-term activities were identified. This was a sophisticated marketing campaign based both on best practices and creatively developed original approaches.