



Alabama Defense Industry Diversification Analysis Project

STRENGTHEN MY COMPANY

Expanding Alabama Industry Through Diversification

The University of Alabama in Huntsville's Office for Operational Excellence (UAH-OOE) is working leading a program to help companies who support the DoD to expand their businesses. As part of the ADIDAP program, qualifying Alabama businesses can receive market diversification services at no cost to their organization.



What is ADIDAP?

The U.S. Department of Defense, through its Office for Economic Adjustment (DoD-OEA), is funding this project to better map the defense industrial base supply chain in Alabama and provide diversification assistance to small and medium-sized businesses that support DoD operations.



Alabama Department of Commerce

The University of Alabama in Huntsville is managing the program for the Alabama Military Stability Foundation and the Alabama Department of Commerce.



Project Objective

The primary objectives of the program are to:

- Develop tools that provide a better understanding of the industries, businesses and the workforce connected to DoD contracts,
- Improve the resiliency of Alabama small and medium-sized businesses that support DoD operations.



www.almf.org/adidap.html

Market Expansion Services Available

Organizations that support the DoD may receive assistance in key areas including: strategic management planning; sales and marketing support; product or service development; quality systems and operational efficiency.

Types of Assistance Include:

- Commercialization
- Diversification of your customer base
- Expanding into new regions
- Value Stream Mapping / Strategic Planning
- Improving capacity utilization
- Improving productivity
- Finding customers for new products or services
- Finding new customers for existing products or services
- Finding new customers to replace lost/declining customers
- Integrating a culture of innovation in your company
- Achieving quality standard certification(s)
- Technology scouting
- Operational efficiency and continuous Improvement

Next Steps:

Want more details about market expansion services?

Immediately contact UAH OOE for further questions and information.



THE UNIVERSITY OF
ALABAMA IN HUNTSVILLE

OFFICE FOR OPERATIONAL
EXCELLENCE

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