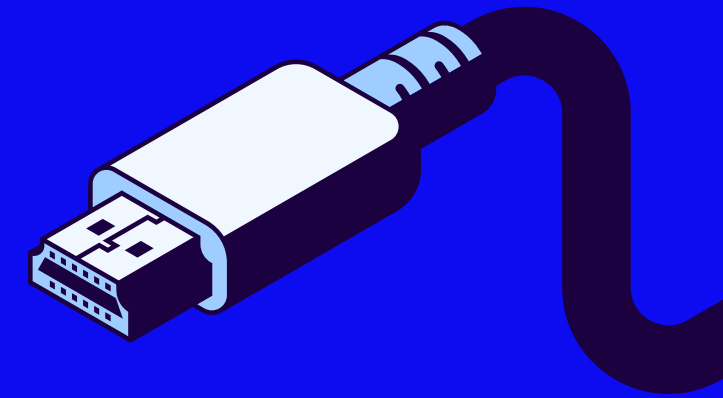




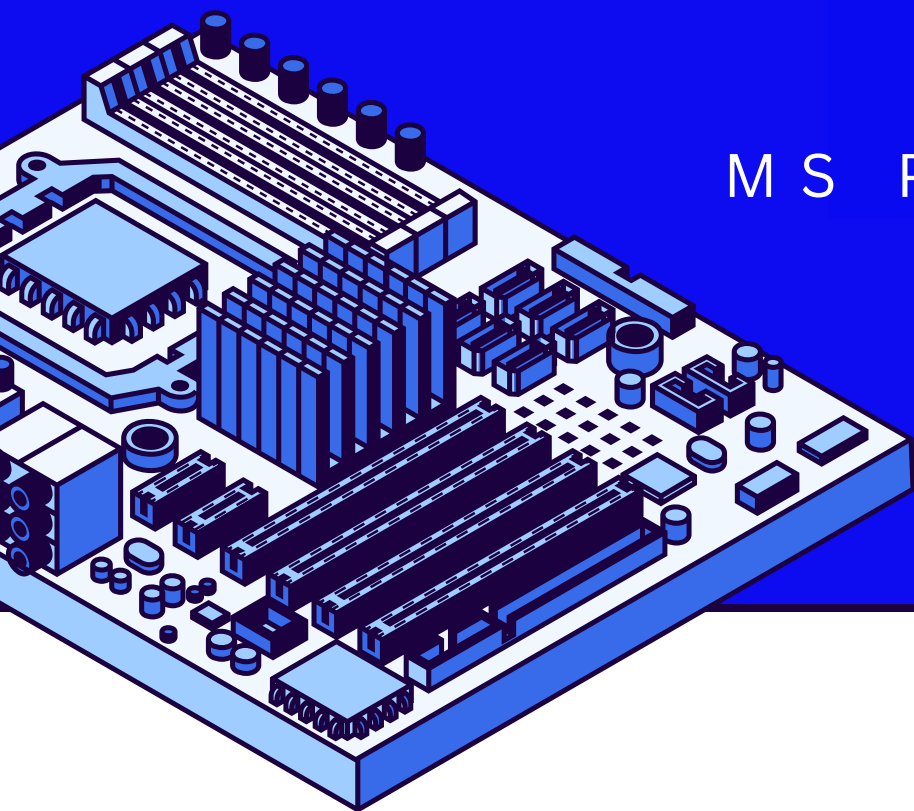
# VANSCO INC.

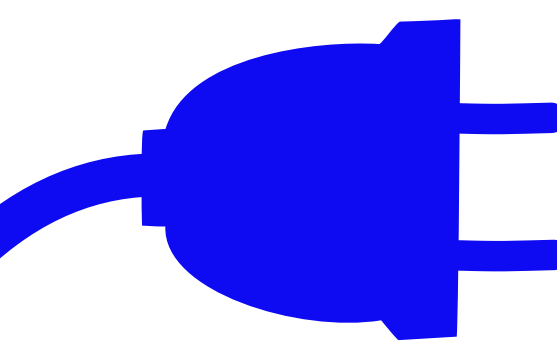
GET CONNECTED.



MS PRACTICUM: SARAH GOLDSTEIN, RYAN GRANT,  
GAIL GREEN, LEXI HANUSHEK

FINAL





# MEET THE TEAM



**Gail Green**  
Account Executive



**Lexi Hanushek**  
Operations



**Ryan Grant**  
Market Research



**Sarah Goldstein**  
Team Lead

# Current Situation Snapshot

Vansco was founded in 1997 by Vance Fish. Vansco began as a manufacturing and supply source for electrical wire harnesses. Over the years, Vansco expanded its service lines include cable assemblies, final assemblies and sub-assemblies as well as ancillary services including product design, stripping, terminating, cutting, potting, hand labeling, and testing.

- 90% + revenue from Eaton (customer concentration risk) in the Greenwood area
- Clean slate to create a marketing strategy and budget
- Website updates, integrate Search Engine Optimization & backlinks
- Unique Selling Proposition: Highly responsive, low-to-mid volume, high-mix harnesses (custom)
- Industry growing 6.3% annually (2024 data)



# Objectives

We've simplified the strategy into three priorities. Everything we recommend fits under one of these three pillars.

1.

Increase general digital presence: Within six months, clearly position Vansco across all digital and sales channels as the upstate's high-mix, low-to-mid volume responsive wire harness partner to differentiate from large automated competitors and defend margin.

2.

Reduce single client dependency: By the end of 2028, reduce single-customer dependency from 95% to below 75% by securing at least five recurring accounts in robotics, automation, or data infrastructure verticals to protect long-term revenue stability through trade show participation.

3.

Increase visualization through search results: By Q4 2026, establish Vansco as a top-3 visible wire harness manufacturer in Upstate South Carolina search results and electronic component industry directories to generate consistent inbound leads and reduce reliance on word-of-mouth growth.

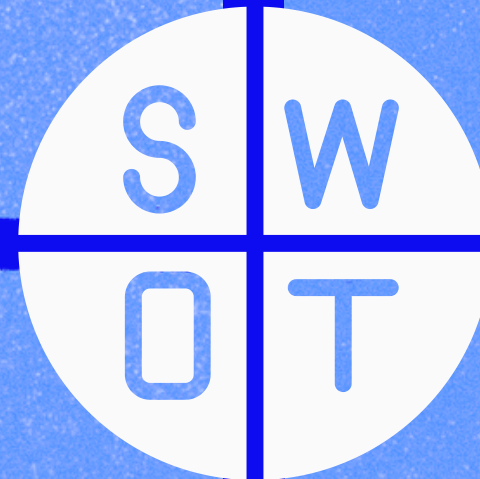
# Client Analysis

## Strengths

- **HIGHLY RESPONSIVE**
- **ISO-CERTIFIED**
- REGIONAL WIRE HARNESS PARTNER FOR COMPLEX, LOW-TO-MID VOLUME BUILDS THAT LARGER MANUFACTURERS DON'T WANT TO TOUCH.
- **STRONG WORD-OF-MOUTH GROWTH**
- **SPECIALITY IN SMALLER SCALE ORDERS**

## Weaknesses

- GEOGRAPHIC STRAIN WITH SHIPPING EXPENSES
- **LIMITED MARKETING PRESENCE AND STRATEGY**
- LIMITED AUTOMATION SCALABILITY
- SMALL TEAM CAPACITY



## Opportunities

- **GROWTH IN ROBOTICS, DATA CENTERS, ESPECIALLY LIQUID-COOLED DATA CENTERS SUPPORTING AI INFRASTRUCTURE**
- SOLAR PANELS AND POWER SYSTEMS
- INDUSTRIAL AUTOMATION AND CUSTOM EQUIPMENT MANUFACTURERS
- SPLITTING OFF ROLES FOR EFFICIENCY

## Threats

- **CUSTOMER CHURN RISK FROM OVERDEPENDENCE ON ONE ACCOUNT**
- LARGER COMPETITORS WITH MORE AUTOMATION AND LOWER PER-UNIT COSTS
- ECONOMIC DOWNTURNS AFFECTING MANUFACTURING DEMAND AND SUPPLY CHAIN DISRUPTIONS IMPACTING LEAD TIMES

# Positioning Statement

For **small to mid-sized manufacturers** who need customized **low-to-mid volume** wire harness and cable assembly solutions with **fast turnaround times**, Vansco Inc provides responsive, high-mix manufacturing support because of their specialized production capabilities and **decades of experience** delivering client-oriented solutions.



## TOTAL ADDRESSABLE MARKET

The global semiconductor and electronic parts manufacturing industry is worth \$1.7 trillion in 2026, with the U.S. segment at \$15.6 billion in 2024.

VANSCO's highest-growth verticals are solar, liquid-cooled AI/data centers, and medical components

## SERVICEABLE AVAILABLE MARKET

Within 100 miles of Greenville, over 3,400 SC manufacturers generate 500–700 active custom contracts per year, a \$350M–\$650M regional opportunity.

VANSCO's ISO 9001 precision and 24-hour quoting on high-mix, low-volume orders targets contracts that large commodity manufacturers pass on.

## SERVICEABLE OBTAINABLE MARKET

With 5–10 new contracts per year at \$15K–\$45K each, VANSCO's near-term target is \$75K–\$450K in additional annual revenue. The focus is robotics integrators and liquid-cooled data center suppliers within 100 miles who need fast turnaround on complex, low-volume orders, a gap the current team can fill without a major capacity expansion.

# COMPETITIVE LANDSCAPE



**Quality  
Electronics  
Inc.**

**Low/Mid Market Cable Assembly & Services**

**Digital Dominance: Quality Electronics maintains zero online presence, missing key local search opportunities.**

**Vansco is aggressively optimizing its Google Business Profile and social platforms to capture regional leads. Which will put the ball in our court in this region.**



**WOVEN ELECTRONICS®**  
A B/E AEROSPACE COMPANY

**Specialized / Aerospace & Defense**

**Rigidly focused on long-term government contracts and AS9100 certifications – speed is not their priority.**

**Vansco Edge: Woven's defense pipeline creates slow commercial turnaround. Vansco delivers 24-hour quotes for industrial clients who can't wait.**



**Winchester**  
Interconnect™

**High-Volume / Enterprise**

**A global manufacturer (1,000+ employees) built for automated 100,000+ unit runs scale is their only mode**

**Vansco Edge: Too big to be nimble. Vansco captures the complex, high-mix, mid-volume orders Winchester's automation can't handle efficiently.**

# Perceptual Map

Competitors focused on wire harness, cable assembly, or contract manufacturing. The real competitive battle is not against global giants. It is between: regional small-mid-sized shops, mid-tier flexible manufacturers, and Vansco.

Vansco acts as a gap filler for the “white space” in the perceptual map. With a heavy reliance and success rate with word-of-mouth, utilize that language through our digital presence.

Along with other regional small shops, known competitors Resco and March Electronics.



# Social Media Goals

## INCREASE THE NUMBER OF FOLLOWERS

The followers are a very important aspect as they are the audience that sees the services we provide, daily content, and promotions of the account.

## IMPROVE ENGAGEMENT WITH CURRENT FOLLOWERS

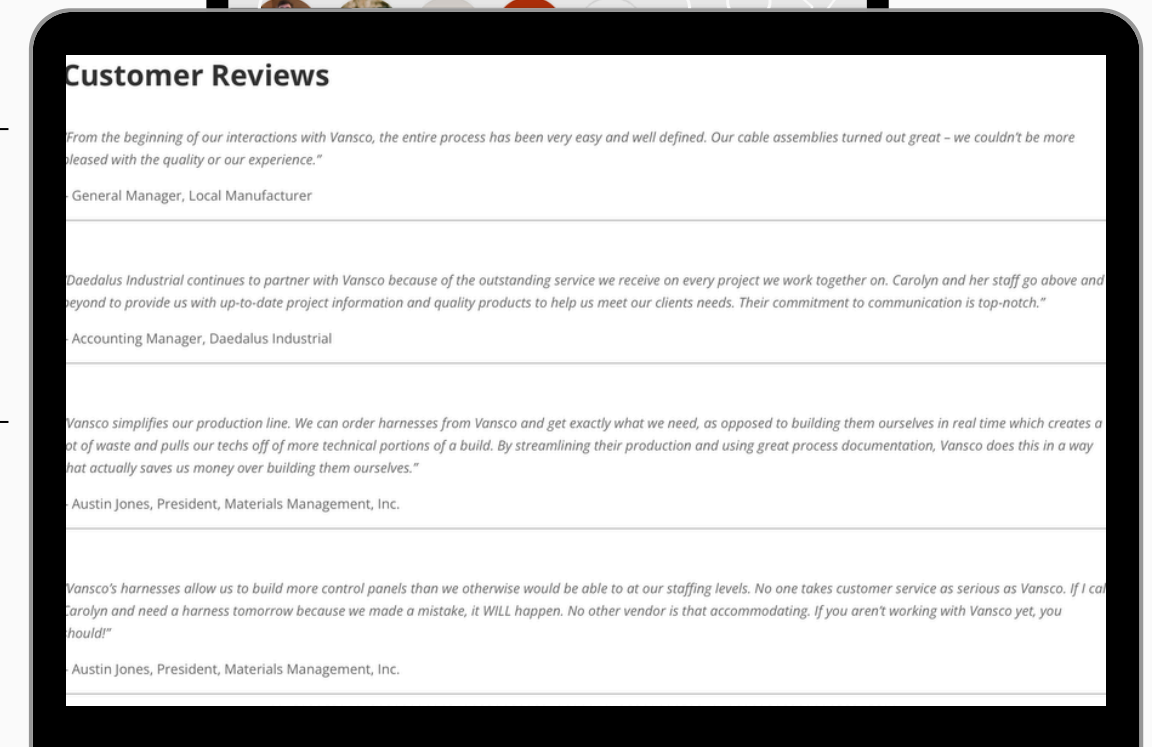
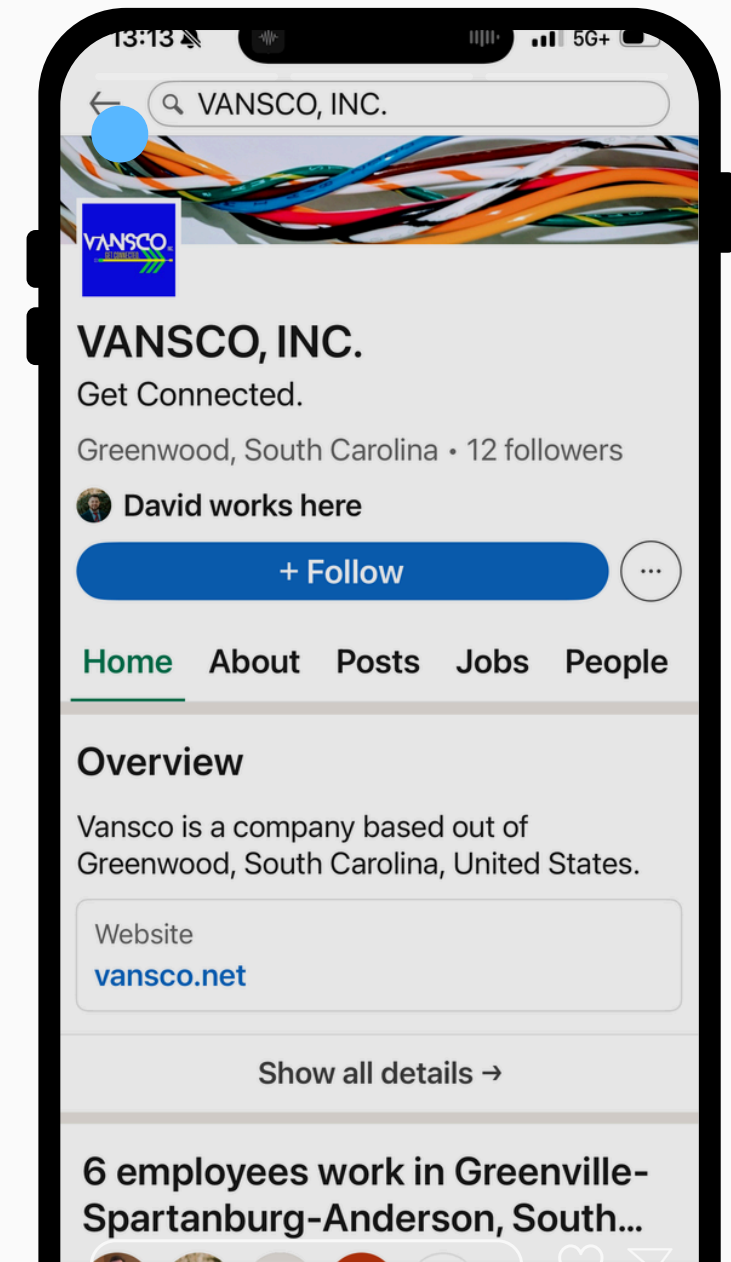
Engineers and procurement managers live here, B2B credibility platform, already identified as focus area. Word of mouth is huge and Facebook houses those local clients in a community.

## INCREASE BRAND AWARENESS AND CONSISTENCY

To be able to stand out in the market, a brand should have a distinctive value to make the audience aware of its presence.

## UTILIZE UNIQUE SELLING PROPOSITION

By showcasing reviews, since their word of mouth strategy has been so strong in the past they can continue to leverage that through utilizing online reviews from long time clients. Moving them to the homepage and posting on socials



# Brand Guidelines

This page serves as the brand guidelines moving forward, provided by David. Having consistent branding increases brand awareness and familiarity. When implemented across platforms viewers and potential clients see professionalism rather than confusion about who the brand is.

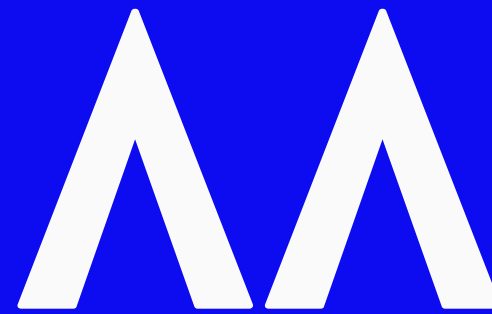
These aren't just colors, these are the brand.



1.

**Blue**  
#0e0af1

TAN ST. CANARD



1 2 3 4 5 6 7 8 9 0

RGB: 14, 10, 241  
CMYK: 94%, 96%, 0%, 5%  
HSL: 241°, 92%, 49%

**White**  
#FFFFFF

TEK TALL ARABIC CONDENSED



1 2 3 4 5 6 7 8 9 0

RGB: 255, 255, 255  
CMYK: 0%, 0%, 0%, 0%  
HSL: 0°, 0%, 100%

**Green**  
#0ED93B

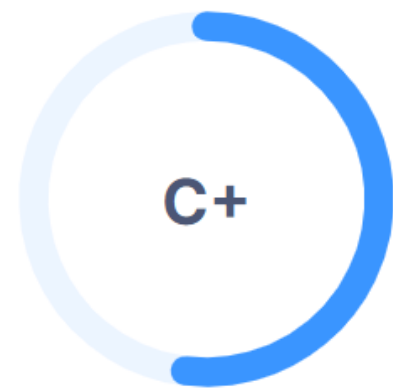
RGB: 14, 217, 59  
CMYK: 94%, 0%, 73%, 15%  
HSL: 133°, 88%, 45%

**Yellow**  
#FFF500

RGB: 255, 245, 0  
CMYK: 0%, 4%, 100%, 0%  
HSL: 58°, 100%, 50%

# Online Presence

## Audit Results for vansco.net



On-Page SEO



Links



Usability



Performance



Social

### ***On-Page Search Engine Optimization***

On-Page SEO needs improvement. While there is some optimization, enhancing it is crucial for search engines to understand your content and rank it for relevant keywords. Ensure HTML tags are correctly completed and align text content with target keywords.

### ***Links***

#### ***Backlink Summary***

You have a reasonably weak level of backlink activity to this page. Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

### ***Social***

*You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.*

# Search Engine Optimization (SEO) Sprinklr 3.

**Filters** Keyword Query: ("wire harness" OR "electrical wiring" OR "cable assembly") AND ("South Carolina" OR "North Carolina" OR "Georgia" OR "Tennessee" OR "Greenville" OR "Atlanta" OR "Charlotte") AND ("robotics" OR "automation" OR "solar" OR "data center" OR "medical" OR "integrator" OR "industrial");

## Number Of Mentions

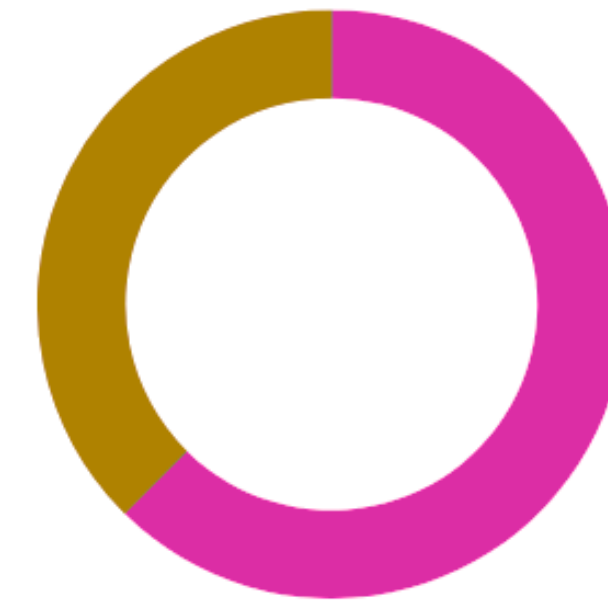
Mentions

**49.05M**

## What are the top themes of discussion?



## Net Sentiment Score



**62.4% (16.49M)**  
Positive Mentions

**37.6% (9.94M)**  
Negative Mentions

## What are the top terms of discussion?



## What are the most used words in positive mentions?



# Google Analytics

## Google Search Ad Pay Per Click (PPC)

### *Google Search Ads*

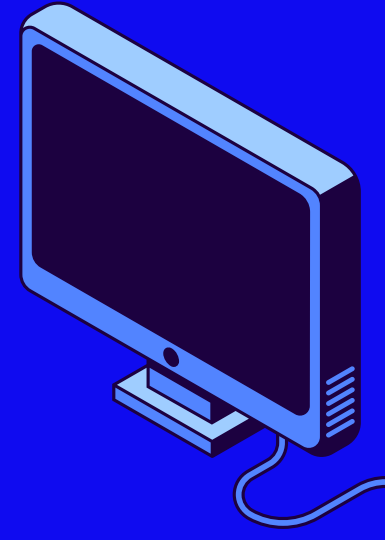
- Maximize leads and conversions
- Increase online sales
- Show your brand to more people
- Reach customers wherever they are
- Track, learn, and optimize for ROI
- Stay in full control of your budget
- Multiple types of ads you can create

### *Recommendation for Vansco*

#### Start with **Search Ads:**

It is the only format that allows you to show up *exactly* when a potential client is typing your specific services into a search engine. It minimizes wasted spend and connects you directly with high-value professional leads.

# Website Recommendations



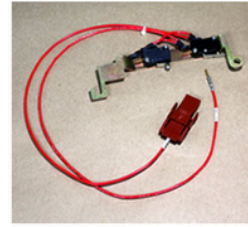
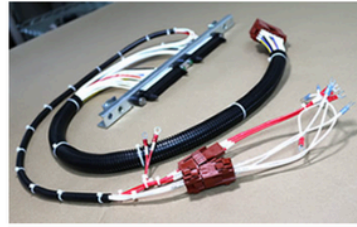
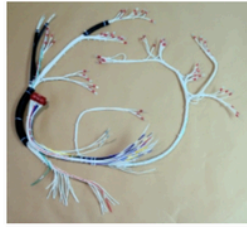
## Wire Harness Manufacturing

Vansco works closely with your Design, Manufacturing, and Quality department representatives to build wire harnesses and cable assemblies of varying complexity that meet your specifications. We can work from CAD drawings or prototypes/samples. Related capabilities include:

- Epoxy potting
- Hand and dip soldering
- Wire stripping and labeling
- Providing inspection reports
- Providing CAD drawings

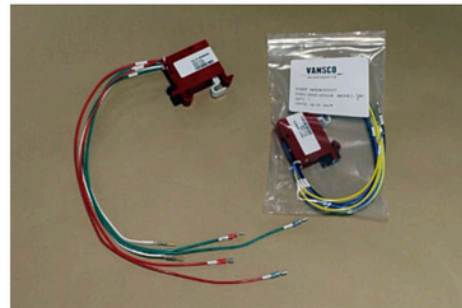
We also offer convenient stocking programs to assure fast response to orders while optimizing inventory levels in your facility.

[Request a quote today.](#)



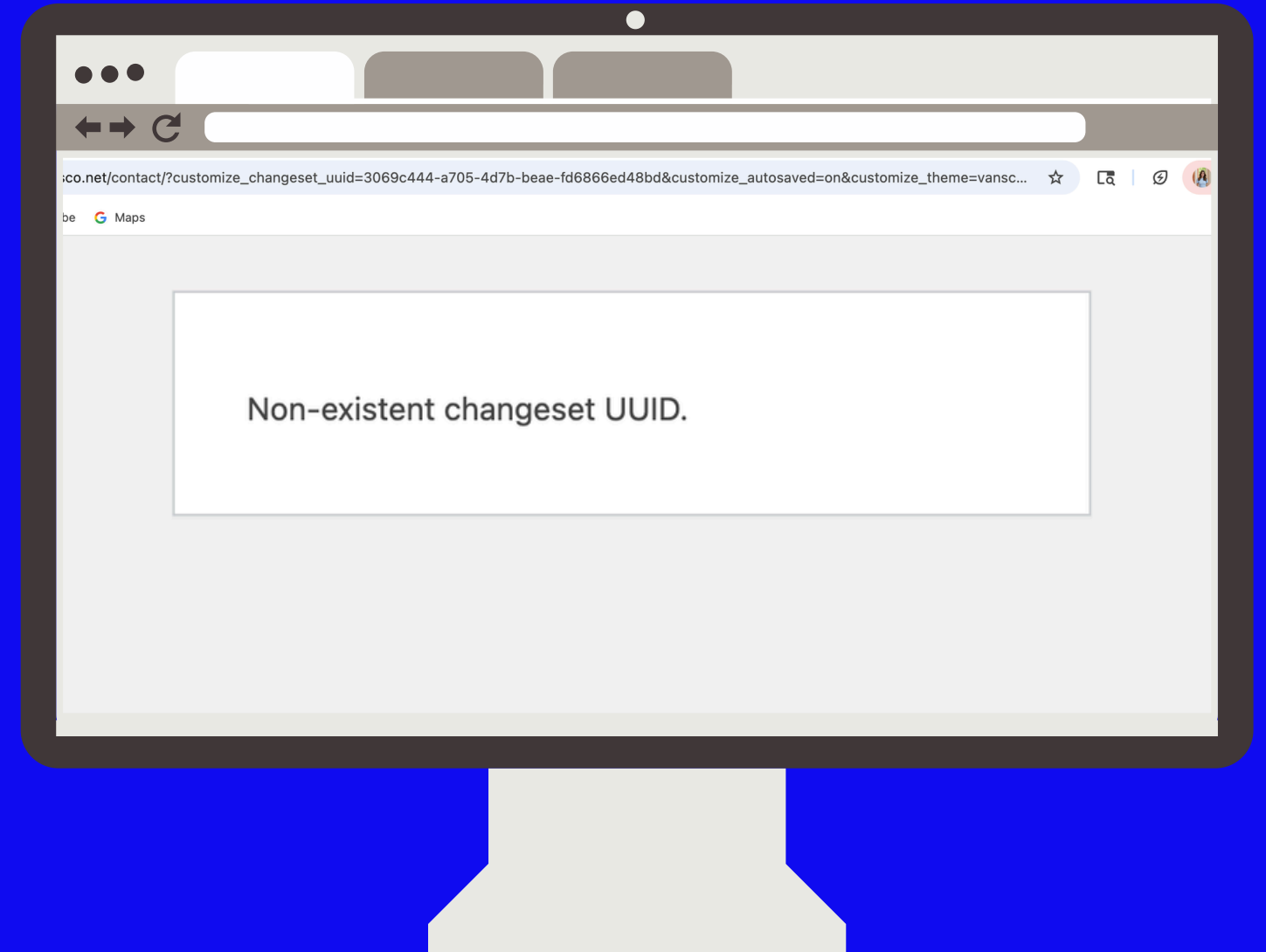
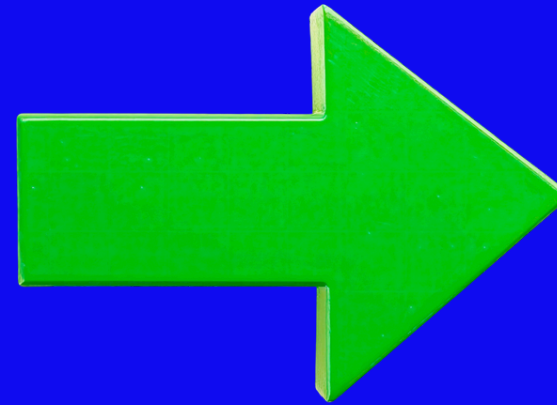
## Light Assembly and Kitting

Vansco can also provide cost effective, manufacturing services for assembled finished goods products or sub-assemblies, thereby freeing your resources to concentrate on higher, value added activities. Products can be kitted and/or packaged to the customer's specifications, facilitating manufacturing and/or distribution processes. We can also offer convenient stocking programs for all products to assure fast response to orders while optimizing inventory levels in your facility.

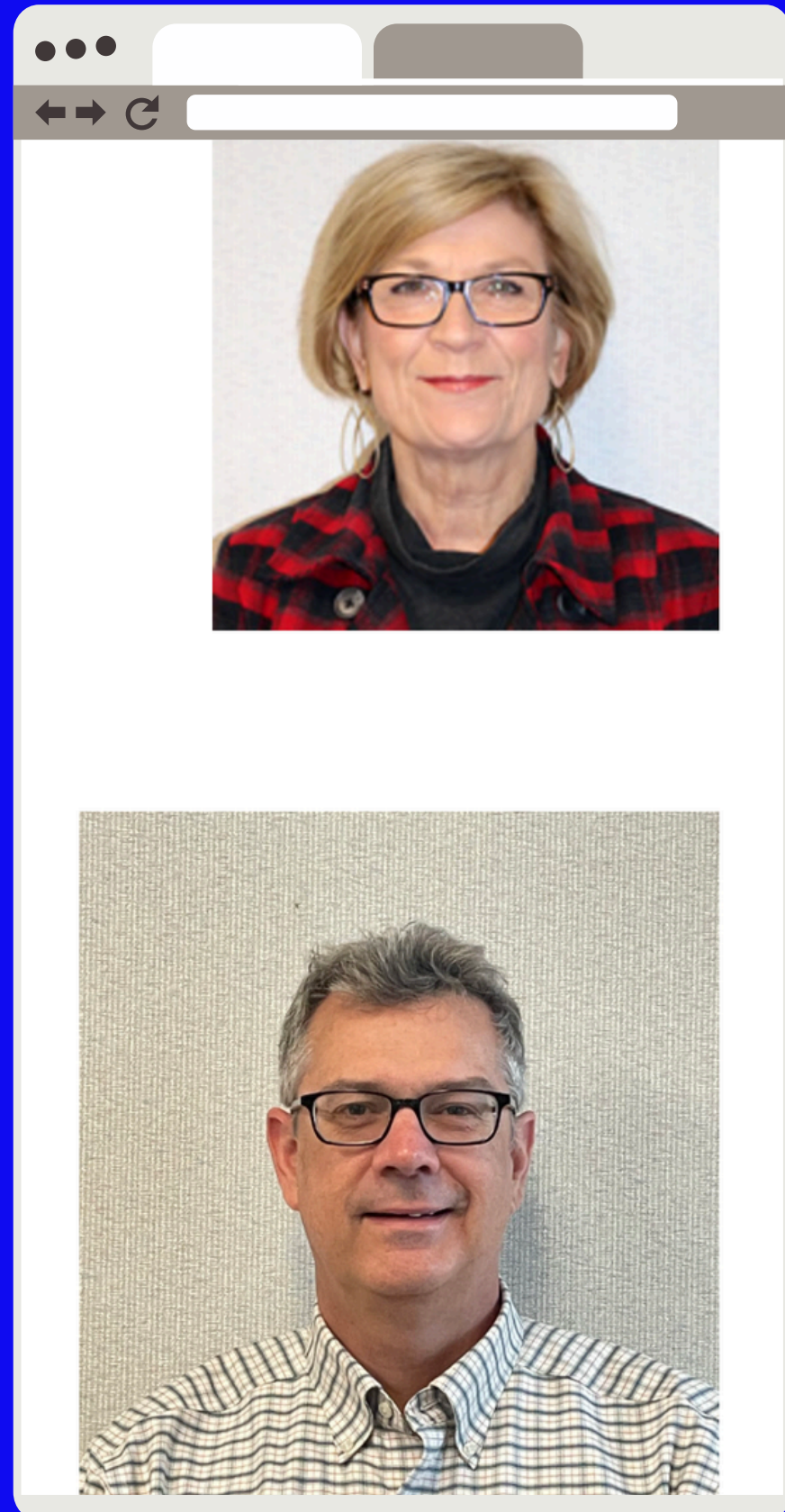
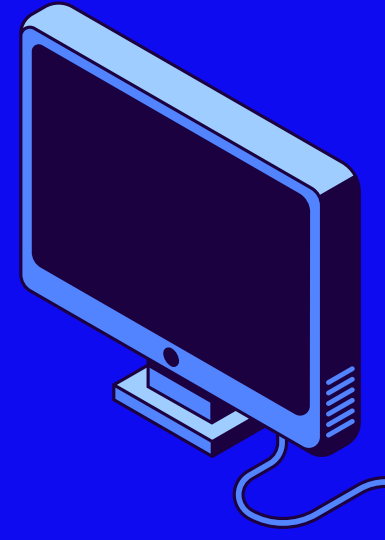


[Request a quote today.](#)

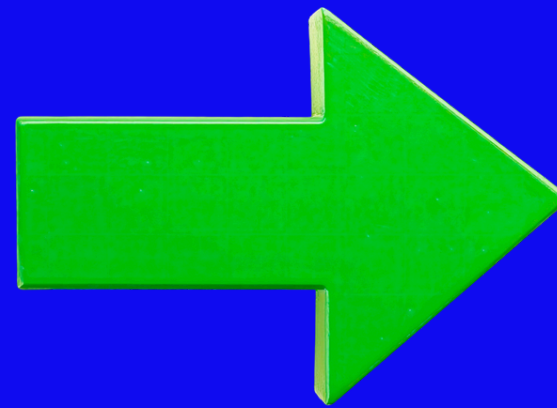
*Invalid Links*



# Website Recommendations



*Image Size  
Inconsistency*



# Social Media Competitor Analysis

**Winchester Interconnect** ✓  
Energize Innovation  
Manufacturing · Milford, Connecticut · 11K followers · 1K-5K employees  
Location  
Tom & 1 other school alum work here  
+ Follow Message

Home About Posts Jobs Life People

### Overview

We design, develop and deliver the interconnect solutions that fuel customer success.

Winchester Interconnect™ specializes in quickly understanding customer requirements and developing precision-engineered interconnects to solve your most difficult connectivity challenges. **USP**

Because we combine the reach of a multi-national company with the agility of a start-up, we connect you to markets faster—with no risk to quality or reliability. By leveraging a global manufacturing footprint, and integrating design through assembly, we deliver on every project, regardless of its size, complexity or budget. **Product Focus**

RF & Microwave · Fiber Optics · Custom Cable · Multi-pin · Hermetic Solutions · Cable Assemblies

Profile Home Page

Hiring Post

**Winchester Interconnect** 11,008 followers 4d · 🌐 + Follow

We're hiring a Senior IT Manager who can empower teams, drive innovation, and bridge the gap between technology and business. Learn more at <https://lnkd.in/gjeftWv>.

**Winchester Interconnect.**

*Step into the future of technology leadership as our Senior IT Manager. Where strategy meets innovation and ideas turn into impact.*

**SENIOR IT MANAGER**  
**GARDEN GROVE, CA**

Apply Today:  
[www.winconn.com/careers](http://www.winconn.com/careers)

Mission Post

**Winchester Interconnect.**

**WHEN THE MISSION GOES DEEP, WE KEEP YOU CONNECTED.**

Product Post

The aerospace market is one where speed counts.

No matter if you are designing the next generation of avionics, satellite ...more

**Winchester Interconnect.**

**SMALL CONNECTORS. BIG PERFORMANCE.**  
Engineered for aerospace to deliver uncompromising reliability

Product Post

**Winchester Interconnect.**

Industrial cables must be able to withstand the most extreme conditions.

We engineer industrial cables, assemblies, and coil cords that have been ...more

**Winchester Interconnect.**

**HIGH-PERFORMANCE**  
CABLES, COIL CORDS, CUSTOM ASSEMBLIES

# Mock Content Calendar (Monthly)

Adjust posting day/time to when audience is most active, can view through “Analytics”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Employee Spotlight			
See us at EWPTE 2026 Trade Show Post			Hiring Post		EWPTE 2026 Trade Show Recap	
		Behind-the-Scenes Factory Tour		Industry News Post		
	Product Highlight: New product launches		Industry Education “What is a wire harness and why it matters”		Mission Post	
		Quick Tips “3 ways to improve harness durability”		Client Testimonials		

Promotional graphic that communicates your competitive brand position through messaging and images.



HIGH-MIX, LOW  
VOLUME SPECIALIST



ISO 9001  
CERTIFIED QUALITY

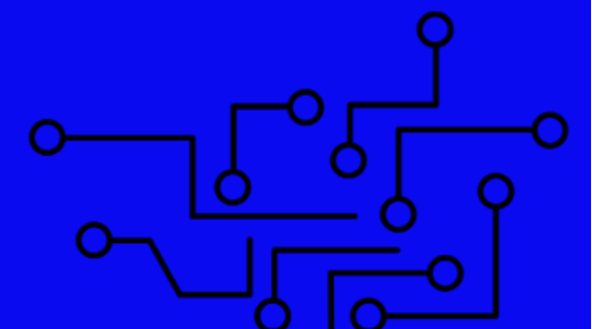


24 HOUR  
QUOTING



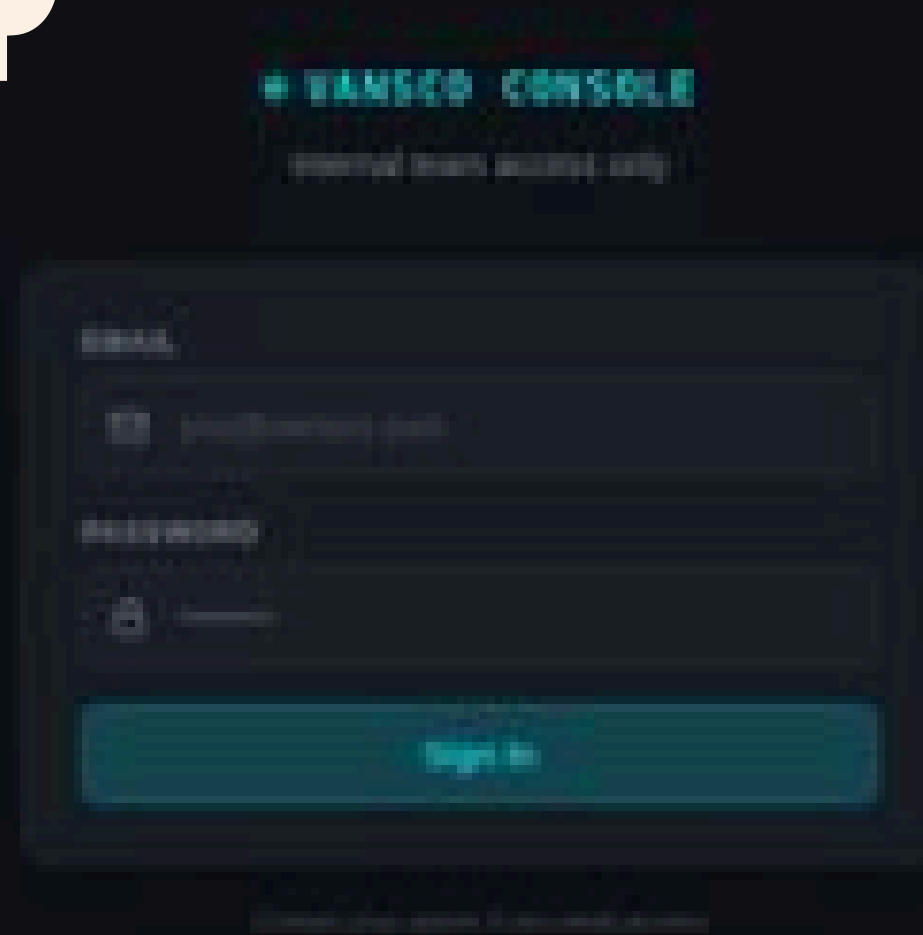
10 YEAR ZERO-LATE  
DELIVERY RECORD

YOUR REGIONAL PARTNER FOR  
COMPLEX CONNECTIONS.  
**CALL US TODAY!**



**3.**

# Interactive MAP



VANSOCO  
GET CONNECTED

24-HOUR QUOTE GUARANTEE

## Request a Quote

Upload specs · We respond in 24 hrs · ISO 9001 certified

### Wire Harness Quote Request

We respond to every request within 24 hours.

**ABOUT YOU**

Company name \*

Your name \*

Email address \*

Phone

**PROJECT SPECS**

Number of connector types \*

Wire gauge range

https://vansco-quote-tools.vercel.app/quote

# Request a quote

- Customers fill out one form — less back and forth emails, no phone tag
- Every field they complete goes straight into the job record
- Vansco team gets notified the second it comes in
- Nothing falls through the cracks between inquiry and follow-up
- Good for data collection & records mangement
- Can be used alongside the spec sheet

## Request a Quote

Upload specs · We respond in 24 hrs · ISO 9001 certified

### Wire Harness Quote Request

We respond to every request within 24 hours.

#### ABOUT YOU

Company name \*

Acme Robotics

Your name \*

Jane Smith

Email address \*

jane@acmerobotics.com

Phone

864-555-1234

#### PROJECT SPECS

Number of connector types \*

e.g. 4

Wire gauge range

Select a range

Quantity needed \*

Select quantity

Target delivery date

yyyy-mm-dd

# Spec Sheet Generator

## Spec Sheet Builder

Fill in your harness specs and download a clean PDF to attach to your quote request.

### Project Information

Company name \*

Acme Robotics

Project / description \*

Engine Bay Harness

Part number

HRN-001-A

Prepared by

Jane Smith

### Technical Specs

# Spec Sheet Example

- Wire harnesses are custom — every job needs its own spec for gauges, connectors, part numbers, and lengths
- No re-typing from email into your system — one source of truth from day one
- Fewer errors because nothing gets transcribed by hand

-

-

**VANSCO Inc.**

Wire Harness Manufacturer · Greenwood, SC · vansco.net

**Wire Harness Specification**

Prepared April 19, 2026

## PROJECT INFORMATION

Company Test Ryan

Project / Description Test

Part Number 2

Prepared By Ryan Grant

## TECHNICAL SPECIFICATIONS

Connector Types 3 type(s) — Mini-fit

Total Wire Count 25 wires

Wire Gauge 18-22

Overall Length 48

Quantity 25 units

Environmental Rating 85

Special Processing Potting, Electrical testing

## NOTES &amp; REQUIREMENTS

Extra Notes

Capture Entire Screen

# WHERE WE ARE NOW

What are we doing well?

# WHERE WE ARE GOING

How can we make it better?

- Distinctive competitive niche ; VANSCO effectively occupies white space in the market
- Operational excellence
- High Responsiveness
- Strong Regional Identity

- Improving SEO and online presense
  - Google Search Ads
- Formalize marketing functions
  - Creating brand guidelines
  - Social media calendar
  - Visual graphic
- Leverage trade shows and expos



**Thank  
you**