



indiana design consortium, inc.  
Branding and Business Development Experts

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## Area Firm Offers Business Solutions for a Down Economy

LAFAYETTE, INDIANA—Indiana Design Consortium, Inc. (*idc*), has announced it will begin offering a new service called *idc Precision Marketing for Tough Times*. According to company president, Robert Kennedy, the new service is a proven, high-impact business process that offers *idc* clients a way to quickly and correctly refocus their marketing and business strategies to meet the short-term needs of their respective companies.

Kennedy is quick to point out that, “Even in a struggling economy, someone, somewhere, right now, is ready to buy what our clients have to offer. Our job is to help them find out who these prospective buyers are, and make sure they understand why they should buy from our clients.”

In addition, Kennedy explains, the *idc* approach brings a laser-sharp focus to the strategic plan that energizes sales & marketing by immediately eliminating marketing waste and establishing more short-term results-oriented initiatives, while defending against aggressive competitors.

According to Kennedy, “We’ve been helping companies with marketing since 1972, so we’ve seen difficult economic conditions before and can really help companies who are ready to refocus resources where there is opportunity for success in the short term.”

*idc* specializes in business-to-business marketing and new business development for companies in the component manufacturing, agriculture, foodservice and professional services industries. For more information, go to [www.idc-marketing.com](http://www.idc-marketing.com) or call *idc* at 765.423.5469, ext 105 or 106.



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