



MICHAEL MITCHELL

MITCHELL'S CUSTOM
FABRICATION

FIVE YEAR GOAL FOR OUR BUSINESS

Our five year goals for our business is to hire 3 full time employees. We would also like to double our current annual profit.

CONTACT

704-433-2017
mitchellsfab@gmail.com
www.mitchellscustomfab.com

MARKETING NEEDS

- Attracting employees
- Reaching customers
- Social media (Twitter, Instagram, Facebook, etc.)

COMMUNICATION METHODS

Michael Mitchell would prefer students to communicate with her via email.

MEETING

Students will be able to meet this business on Tuesday, February 11 from 9:45-10:35 AM. Students will be allowed to meet with this business 3 times during this PBL.

BUSINESS DESCRIPTION

Our business does welding, CNC plasma, laser engraving, powder coating, and 3-D printing. We are located in Salisbury about 4 miles from the West Rowan high school. Our current marketing approach is web based and by word of mouth.