

Seasons Greetings *from* Market Development Group, Inc.



2017 was a very productive year for Market Development Group, Inc. (MDG), our clients and colleagues. Here is a summary of our achievements and collaborations during the past 12 months:

- Conducted customer satisfaction surveys for a digital marketing firm
- Helped launch a new product line for a manufacturer of composite products
- Helped reorganize a student consulting group and executive alumni newsletter for the College of Business and Economics of a Midwestern University
- Partnered with a multi-national “Internet of Things” provider
- Assisted a multi-billion dollar manufacturer of commercial and residential heating products with acquisition assistance and competitive SWOT analysis
- Provided a multi-billion dollar building products manufacturer with a market demand estimate and go to market strategies
- Provided a market size estimate and competitive analysis for a major plumbing product manufacturer that helped take an underperforming product line to the next level
- Wrote a business development plan and provided “fractional CMO services” to a family owned electrical contractor
- Conducted a customer satisfaction survey and provided as needed sales management and sales training services to a manufacturer of plastic joining capital equipment
- Lead a successful fund raising effort for a chapter of a national fraternity.

MDG celebrated its 20th anniversary in November, 2017. We look forward to another great year of providing business growth solutions to our clients, friends, and colleagues in 2018.

We would like to wish you all a happy, healthy and prosperous New Year!



Eric Wiedenmann
Founder/President
[Market Development Group, Inc.](#)