

An Industrial Marketing Strategy

for.

Western Illinois

A Project Report

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by

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## ABSTRACT

The main objectives of this study are to investigate the industrial base of Fulton, Hancock, Henderson, Knox, McDonough and Warren counties and to assemble a strategic marketing plan for the Western Illinois Development Association. The investigation of the industrial base identifies the region's leading industries. Whereas, a strategic marketing plan may be utilized by the association to guide it's short term operations.

An investigation into the region's industrial base complements the strategic marketing plan by providing a better understanding of the region's manufacturing base. Information on the composition and character of the 1983 western Illinois industrial base, with an analysis of the change in the number of plants and employees from 1977 to 1983, provides the background for determining the region's leading industries. The determination of the region's leading industries is accomplished by a two-step process that involves comparing area industry characteristics to elimination and insertion criteria. Selected industrial leaders then have their prospects for future growth in 1984 projected by way of the 1984 U.S. Industrial Outlook.

Investigating western Illinois' industrial base serves as support for developing a comprehensive strategic marketing plan for the Western Illinois Development Association. The plan introduces a strategic planning process using the association as a case example and presents a short-term regional marketing strategy with an operations guide. The regional marketing strategy emphasizes promotion to broaden the economic

development prospectives of the Western Illinois Development Association. An operations guide provides a timetable for completing the regional marketing strategy. Overall, this study examines western Illinois' industrial base in detail and provides the Western Illinois Development Association with a short-term plan of operation.