

CELEBRATING SUCCESS

QUALITY ELECTRONICS



Dave and Pamela Moulton

Home Electronics Repair

Started - February 1997

Employees: 6

1515 Redwood Avenue, Grants Pass, Oregon

Our Greatest Success - "Providing high quality, affordable service on home electronics for our loyal customers."



Quality Electronics repairs TVs, DVD players, VCRs, surround sound systems, LCD computer monitors, LCD/DLP projectors and plasma screens. They are preferred service technicians for several brand name manufacturers, so the majority of their business is warranty service in addition to their regular repair service.

History: Quality Electronics was founded in 1997 based on the principle of offering high quality, affordable electronics repair that is concurrent with new technology. Dave has always had a passion for electronics and customer service, while Pam has a natural ability to organize and keep things on track. Together, they make the business successful.

Partnership with SBDC Dave and Pam Moulton, owners of Quality Electronics, have been taking advantage of the counseling, classes, and Small Business Management Program offered by the Rogue Community College Small Business Development Center (SBDC) for several years. The SBDC Small Business Management Program has helped them in several key areas, including bookkeeping, sales, and managing employees.

Dave and Pam have built structure into their business in the form of policies and procedures, job descriptions, and employee manuals. They continue to work on refining the

interview and selection processes, performance appraisals, and employee development within this structure.

They have recently focused marketing resources into building a new website, redesigning logos, and redesigning signage for higher impact.

Dave and Pam have invested in learning and applying QuickBooks, basic bookkeeping, and Microsoft Office tools into their operations.



Most importantly, they have become better short and long-term goal setters. Dave and Pam have learned how to integrate tactical goals into the longer-term strategic direction of the business, and therefore focus their efforts more effectively.

Pam Moulton had this to say about the SBDC, "We've learned so much in the Small Business Management Program so far – and we continue to learn, develop and grow tremendously. We feel fortunate to have the SBDC in the community as a resource – it's helped us immeasurably."

Quality Electronics currently has three full-time and three part-time employees, and reported annual sales of \$290,000 last year.



Small Business Development Center
Historic City Hall Building
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