Success factors in the growth of a small US company during economic rough waters – The Lensbaby Case

Strategies for success are as varied as the business minds making them possible. Successful growth in a tough economic environment, though, offers an especially good set of lessons for continued progress in all situations. In addition, different calculus applies to small companies. Lensbaby, a Portland, OR, manufacturer of creative effect camera lenses, provides an example for such a successful small business by taking advantage of three factors. First, the company has stayed single-mindedly focused on its core value proposition to its customers. It has done so by continually showing innovation through introducing customer-valued break through products in the market place. As importantly, Lensbaby has been able to support its innovative trait with the ever growing ability to execute. Lensbaby has displayed this second by building up a strong US production and bringing back products from offshore to build locally at lower cost, in-sourcing. Finally, the strategies for success are only sustainable through a passionate creative team. During this presentation, the drivers for the continued growth of the company will be discussed along with the implications for the future.