

The Doyletech Linkages Program – Creating Supply Relationships Between Regional Communities and Urban Economic Clusters

What is it?

The Doyletech Linkages Program is a proven approach that supports regional economic development through the enhancement of supply relationships between rural communities and nearby urban economic clusters.

It incorporates the key economic factors that impact the development of business clusters and the effect they have on outlying communities within their radius of influence.

How does it work?

The first step in developing a Linkages Program is a detailed comparison of the products and services currently purchased by companies in the target clusters to the local supply capability. Experience shows that every community has some supply capability.

The goal of the program is to carefully evaluate the current and future needs of the target cluster and then work with local suppliers on a plan for meeting those needs. Although early trade may be in lower value-added products, with the strategic targeting of a Linkages Program the relationship will lead to trade in innovative, higher value-added goods.

A key focus of the Linkages Program is production inputs, or Cost of Goods Sold. COGS are normally a company's greatest expense, and so represent the greatest sales opportunity. COGS purchases are also continuous in nature and present the best opportunity for long term supply relationships.

What are the long term goals?

Steady, long term jobs for rural communities. Shorter supply chains are easier to manage for both suppliers and customers and this leads to strong business relationships. The linkages formed between rural suppliers and urban customers create local wealth and eliminate the need for people to leave the region to seek work.

Success stories?

The Linkages Program has been applied successfully by many communities in Eastern Ontario, with their local businesses supplying products and services to Ottawa's Silicon Valley North, where technology employment rivals that of the federal public service.

For more information, contact:

www.doyletechcorp.com

Mr. Glenn McDougall
Managing Partner, Doyletech Corporation
613.226.8900 x13 gmcDougall@doyletechcorp.com

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