



Lucid Business Strategies contracted by HTC Manufacturing for E-Commerce Development

<Shelby Twp MI 3/7/13> **Lucid Business Strategies** has been contracted by HTC Tool-Cutter Manufacturing in Clinton Township to add e-commerce capabilities to their website. HTC owns and operations five U.S. facilities, proudly manufacturing American-made, quality components that support the Aerospace, Automotive, and Military industries.

“HTC wants to better support their customers by providing a stronger level of customer service via the web,” says Erin Vezzetti, Project Manager at Lucid. “An e-commerce component allows customers to order when it is convenient for them, and speeds up the process.”

Lucid Business Strategies is a business consulting and marketing firm committed to helping small and medium-sized businesses grow their revenue. Not strictly a consulting, marketing, or web-design company but a hybrid of the three, our services are online and offline tools that drive revenue, foster growth, and build sustainable business results. Learn more at <http://www.lucidbusiness.com> or call 586-254-0095.