

Your Name: Mike Matley
Title: Store Manager

Business Name: Nasco Outlet Stores
Address: 901 Janesville Ave.,
Fort Atkinson, WI 53538
Phone #: 920-568-5600

Directions & Business Hours:
Open Monday - Saturday 8:00 a.m. -
5:30 p.m. South edge of Fort Atkinson
on Business Hwy. 26.

When was the business started?
Nasco was started in 1941.

Describe your products/services.

We provide 21 different catalogs which offer over 65,000 unique products to education, agriculture, and industry.

What do you do, product, service or philosophy, which differentiates you from your competitors?

Our mission is to provide customers with the best in quality, personal service, and affordably priced products.

What kind of training or background do you have?

As the store manager, I have over 25 years of retail experience.

What have you learned from this business? We listen to our customers.

What are your future plans for your business? We will continue to offer great products at a reasonable price.

What or who has had the most influence in the way you do business? We try to change or adapt to our customers' needs.

Do you have a favorite saying that applies to your business? Fort Atkinson's most unique shopping experience!

What do you find most rewarding about this type of work? The many types of customers that visit our store.

What type of customers use your products/services? We have something for everyone!

