



BUSINESS PROFILE:

# MANUFACTURERS

Any business that makes and assembles then sells their products

## EXAMPLES

Engineering Shops / Fabricators / Assemblers /  
Component Manufacturers /  
Kitchen Manufacturers etc

## BIGGEST CHALLENGES

- Ineffective sales teams not selling correct mix of product, volume and price
- Too heavily reliant on too few customers
- High overheads on plant and equipment relative to sales levels
- Excessive capacity and or redundant capital machinery
- Long lead times on purchasing raw materials causing high stock levels
- Production planning issues with too much made of the wrong product
- Production planning issues with purchasing too much of the wrong product
- Starting production without all components leading to bottlenecks
- Poorly managed debtors and inventory levels strangling cash flow
- Rework levels from ineffective quality control and/or training
- Many more, this is a complex business with many moving parts!

## BUSINESS MODEL

Buy raw materials and add value to it with labour and machinery to produce finished goods... then distribute it either yourself with a sales team or by using distribution partners

## BEST OPPORTUNITIES

- Sales training, accountability and reward systems
- Market analysis to determine best method of distributing sufficient volumes
- Sales analysis and forecasting to determine correct mix for production planning
- Inventory analysis to determine most and least contribution to company profits
- Customer profitability analysis to ensure discount and pricing policies are effective
- Marketing of industry expertise to refocus customer away from price (e.g. design, consulting services etc)
- Pricing analysis for volume/margin optimisation  
Calculating overhead to ensure charge out rate is sufficient

## RECOMMENDED ACTION

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### GET A BUSINESS OPTIMISATION ANALYSIS | WHAT YOU'LL FIND OUT:

- The amount of money you should be making for a business your size
- A list of individual strategies that if actioned will make you more money
- You'll know "what to do" and see how much it's costing you "not to do"