



Woodcrafts

opening the door to a greener tomorrow

THE Router

January 2014

Focus On What You Do Best!

During slow times in our economy, businesses tend to venture in to new ideas, expanding their business plan to attract or accommodate new work. For example, a kitchen cabinet shop may try to take on a custom millwork project or a residential renovator taking on a commercial project.

This can be very risky, and can potentially hurt your core business. You may not be familiar with these types of projects, or are not trained in pricing them. By doing too much, the public can easily get confused as to what it is your company does. Worse than that, it's much harder to see you as an expert in any one particular industry.

Consider the example of Virgin. This is a company that dipped its toes into many pools—the music industry, railroads, air travel and even space flight. While the ambition initially paid off, their various areas began to topple in a sort of domino effect. Virgin had to eventually sell the recording industry part of their company in order to help fund other areas.

Perhaps worst of all, people began to get very confused about what the Virgin brand was about. Were they about space travel or music or what? Of course, Virgin is still around and kicking; they are simply too large to be ruined by this sort of brand dilution. But they are also a multi-million dollar company. Such damage taken on by a small business can be disastrous.

So stick to your guns, whether it be kitchens, closets or millwork. You know it and you know what's needed to do it. Yes they all might share some skills and shop equipment in common, there are a lot of hidden traps to fall in. It's sometimes better to say "no," rather than lose your shirt on the job. You know your capabilities, so do the right thing and focus on what you do best!



*Don't dwell on what went wrong.
Instead, focus on what to do next.
Spend your energies on moving
forward toward finding the answer.*
~Denis Waitley

HAPPY NEW YEAR!

We are a bit late, but we would like to wish all of our customers and suppliers a successful 2014!

Raw & Primed Doors

Many of our customers are a bit slower right now, and would like to do their own finishing to cut some costs. Have us supply the doors raw, pre-sanded or primed - so that you can skip the hard work and focus on the final finish and look. We have a new MDF stock which has a much smoother core, ask sales for a sample.

Flex Friday Closing Schedule

- January 17th (Friday)
- January 31st (Friday)
- February 10th (Family Day Monday)
- February 14th (Friday)
- February 28th (Friday)

For further details please contact sales or customer service

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Profile Corner



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