



Woodcrafts

opening the door to a greener tomorrow

THE Router

November 2014

Managing the Chaos

Since we are in to our Christmas rush season what better topic to discuss than how to balance demand and supply. Fluctuating demand and supply are common headaches for the cabinet manufactures of all shapes and sizes — from million-dollar companies to small contractors.



The traditional manufacturing supply chain is measured on maximizing the use of inventory, but that is difficult to do if you are a custom cabinet shop. So try to plan ahead pre-cut your typical size gables and shelves so that when those busy times arise you are able to meet the demand spikes.

As we all know all customers are not created equal. When demand spikes qualify your customers to see where you will receive the largest gain. Your sales reps or designers can also help drive prioritization. For example, you do not want to be working on five different jobs with all different colors and substrates. Try and choose the jobs that are similar and can be batched together. This will speed up your production immensely.

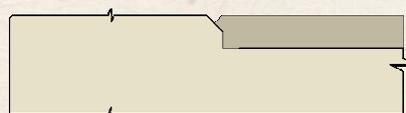
Maintain your stock, make sure you have enough raw material. Order a little more than you need just in case that one sheet of maple veneer does not make the cut or that piece of crown moulding is too twisted to install. "It is always better to have it and not need it than to need it and not have it."

Outsourcing is also an alternative during the busy season. Contract more installers, counter top fabricators, finishing solutions, etc. Outsourcing is sometimes a more expensive option, but in our highly competitive industry, this is often a necessary to maintain customer satisfaction.

Companies that successfully manage the supply and demand balance, can focus the bulk of their efforts on maximizing market share and profits.

The rest will continue to be distracted with chasing orders and putting out fires.

Profile Corner



Parklane Door

In business, you're the Chief Salesman. Create a sense of demand, rather than waiting to have demand.

~Barbara Corcoran



REMEMBRANCE DAY

M and J will be observing Remembrance day, to honour the men and women who have served and continue to serve and protect our country during times of war, conflict and peace.

Holiday Season Schedule

In light of the holiday season approaching, we want to give notice of our closure schedule. We will be closed from December 23rd, 2014 until January 4th, 2015 inclusively.

Flex Friday Closing Schedule

November 7th (Friday)

November 11th (Tuesday)

November 21st (Friday)

For further details please contact sales or customer service

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We Appreciate Your Business!

