

CASE STUDY – MANUFACTURING COMPANY 2

A custom furniture company that has been around for 2 years, the owner has no business experience. Just making furniture. Makes small items and sells them on Etsy to keep money coming in fast. Most of the furniture he makes takes about 3 months to produce, and he only has corporate clients, which then takes 3 more months to pay him. He was purchasing all the raw materials on his credit cards. No CRM or bookkeeping software. He did not know if all his invoices were even paid. Had a one-page website and no social media presence. No marketing at all.

In 3 months:

- He started to take a 60% down payment before starting any project, which helped out his cash flow situation.
- Talked to his commercial banker, who opened up a line of credit for him, so if he needs to purchase anything, he has the proper funds to do so.
- Stopped wasting his time making small items to sell on Etsy. Focused on his project, which now takes less time to produce.
- Brought on an apprentice to help him with projects.
- He needed a bigger shop to work in, found a company that allowed him to use space in their building in exchange for some furniture.
- Installed a simple CRM and accounting software he started using.
- Found an invoice in his “box of paper” for \$60,000 that was not paid. Two calls later, they overnighted him a check.
- Started posting his finished work photos on social media sites, which led to his phone and email blowing up with people who wanted to buy his furniture.
- His wife updated their website to add photos and more pages, including an inquiry page.
- He got so busy, we talked with the local furniture association, and they helped him find employees and provided him with some industry knowledge.
- Increased prices, which increased the demand for his furniture.
- He was enjoying himself and told me the stress from everything had been lifted.

Would you like to know the kind of results we can get for you in your business?

Then contact us today for an introduction call. <https://calendly.com/sfeld/30min>

QUOTE: “I never expanded my businesses because I didn’t know where to start. Steve provided us with simple tasks to work on, which did not overwhelm us and got on poised for growth.”