

newsworthy trends

Helping Your Business To Grow

(NAPSA)—For small and mid-sized manufacturers with revenues under \$100 million, the threat of global competition is looming stronger every day. These companies' livelihood depends on steady relationships with their customers, which are typically much larger companies for whom they supply critical parts.

Many of these companies are being forced to look for creative and cost-effective ways to reduce their operating expenses in order to compete more effectively for customers. Sharing product and sales demand data directly and automatically with their customers and partners is one way these companies can better serve their customers and streamline their own operations.

While the concept of collaboration with business partners had gained momentum among large-scale enterprises like Wal-Mart, collaboration is a critical component of how smaller companies can achieve sustainable business growth and operational efficiencies.

The roots of modern collaboration can be found in the consumer packaged goods/retail industries, with standard initiatives now called Collaborative Planning, Forecasting and Replenishment (CPFR). Costly and time-consuming, traditional CPFR isn't an effective solution for smaller manufacturers and distributors.

However, Internet technologies have now advanced to include comprehensive enterprise software applications that meet manufacturers' demand for tighter product development relationships with their end customers.



Mid-market manufacturers have a new business tool—technology designed to streamline operations and cut costs.

For example, premium leather-goods supplier Eric Scott Limited implemented a fully integrated collaborative solution from Made2Manage Systems, and has fended off overseas competitors looking to supply products to its well-known customer base, which includes American motorcycle manufacturer Harley-Davidson.

Eric Scott Limited uses the Made2Manage Enterprise Business System to improve communications across its supply chain, reduce costs and conduct e-commerce. The system has helped the company transform its business operations from a traditional manufacturer to a new Internet-based business model that incorporates design and development to produce service-oriented products.

For more information on how small and mid-sized manufacturers can leverage the Internet to streamline efficiencies, collaborate with business partners, cut costs and compete on a global scale, please visit www.made2manage.com.