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Three Key Steps to Elevate Your Supplier Profile

One of the positive outcomes of the recent economic downturn is a freshly leveled playing field within the supply chain. Smaller businesses are suddenly finding themselves poised to compete with larger suppliers and OEMs that were previously out of reach. As a result, they're more aware than ever of the critical need to be as lean and as effective as their bigger counterparts – if not more so – in order to truly claim a piece of the action. As a smaller business, where do you begin?

1. Get up-to-speed with standard RFP processes, both here and abroad.

When you enter the international arena, you'll quickly find that not all RFPs are created equal. It's imperative to learn where the emphasis lies in the country and culture to which you're trying to cater. For example, in Germany, many companies are happy to skip through the basics and dig right into the technical details. In the US, however, manufacturers may first want to get your full sales & marketing pitch. Knowing your audience and catering to its needs is winning half the battle.

2. Assess your current operation and make improvements. Sounds scary? It doesn't have to be. The truth is that while you may take a look around and think it's all got to go, there are very often small changes you can make that will have a big impact. A case in point: an Ingenics client recently realized they were outgrowing their current space, and were ready to move the entire operation to a new, more expensive facility. When our team came in, we were able to maximize the existing space by replacing and consolidating outdated equipment, and rearranging the physical placement of certain machines to improve workflow.



AWARD:

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3. Consider your appearance. It's unfortunate, but the fact is that sometimes a smaller supplier is crossed off the list simply because they look from the outside as though they can't handle a big job – even if the reality is that they're more than capable of doing so. If you've spent the time overhauling your internal processes to make them as lean and functional as possible, make sure your exterior presentation is positioned to best represent it.

Ultimately, today's environment demands that the supply chain be effective from start to finish so if you can deliver what's needed to make it happen, you're in, regardless of size.

And if you're a manufacturer, you're in a terrific position to take advantage of a crop of suppliers who are actively working to optimize their operations. With a strong supplier development program in place, you can make sure you're continuously finding the ones that best fit your ongoing needs.

If you're a supplier looking to improve your current infrastructure or a manufacturer seeking to optimize supplier development, contact us at **contactICA@ingenics.com** or call 678-528-7042.



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