



# Build or Buy?

## Points Every Cabinet Shop Should Consider

Outsourcing your work means, to some extent, outsourcing your reputation, and that's enough to give anyone pause for thought. On the other hand, loads of overtime and rushing work through your own facility can lead to errors, low quality product and missed deadlines. It's important to consider that contracting part or all of a job can help you maintain a steady workflow without rejecting new work. It can allow you to focus on profitable skilled work within a job while a more automated supplier manages the less visible parts. And outsourcing allows your company the flexibility to expand your business while maximizing revenue.

The decision to choose building out an entire job in your own shop or buying components from another source should be an ongoing consideration. It should be always on your radar as you are bidding and scheduling work through your shop. In this article, we discuss the pros and cons of both outsourcing and building in-house. We explore reasons that both large and small companies should consider outsourcing, and help you make an informed decision for your company.

**Workflow** should always be the prime factor in the consideration to outsource. Because maintaining a smooth workflow is a problem common to shops of one person or a hundred, the size of your company has little bearing on this decision. The cabinet business, especially the custom cabinet business, trends very much toward 'feast or famine', and everyone has had to consider turning down new work because the shop schedule was already full.





Being able to outsource some or all of the work is one way to help **get more business through your shop without overtime or missing deadlines**. Outsourcing also provides **flexibility**, a “safety valve” to smooth out the workflow without needing to hire or lay off crew as your market fluctuates. Additionally, it allows your company to **focus on profitability** because shop time is spent on work that is skilled and more lucrative.

Of course, there are risks to relying on other companies. When you are building the job from raw materials to finished product within your own walls, you know what is getting done, you can see the quality level being produced and you know instantly when a problem arises. When you outsource, there is a possibility that the contractor may deliver late or not at all, present substandard products or even go out of business mid-job.

#### **What measures can you take to ensure great results when working with outsource providers?**

We recommend that you **line up potential contract manufacturers BEFORE you need them**. Take the time to research which companies are available and understand their ordering methods, pricing schedule and payment terms. Due diligence in selecting partners cannot be done last minute and having several trusted sources you can call on greatly increases the likelihood that your company will successfully meet - or exceed - customer expectations.

Once you decide to outsource, how can you determine whether or not an outsourcer is a company your shop can rely on? **Ask for referrals** from some of their current clients. If possible, **visit their facilities** and see how they work. Take the time to **clearly understand what they are providing** and be sure that they fully understand your expectations. Clear **communication** makes all the difference. When possible, contract out small parts of a job to **test and develop the relationship** without undue risk. It benefits both businesses to build a strong ongoing partnership and trustworthy contractors will be transparent and willing to help you learn about them so that you can make a well-informed decision.

Not every shop will need to outsource, nor should every job necessarily be outsourced. We strongly believe that there isn't just one right answer. Understanding the advantages and disadvantages of outsourcing for your shop, and being prepared to contract out work should the need arise, offers your business options to make the best decisions you can. And having options is always better than not having them, whatever you ultimately decide.

Contact us today at (770) 614-3001 or [Sales@AtlantaCabinet.com](mailto:Sales@AtlantaCabinet.com) for information on partnering with Atlanta Cabinet for your custom cabinet outsourcing needs!

