

JF Joinery plan for the recession with JMS

John Fanthorpe of J.F. Joinery believes that he could see the recession approaching last year. Reviewing his joinery business he knew that he would have to improve efficiency in order to survive. Promoting internet marketing to gain access to additional customers was the first step followed shortly after by the purchase of Joinerysoft's Joinery Management Software, JMS, designed to help him handle the additional workload, as well as speeding up the quoting process.

Based in the Devonshire village of North Molton, John has 5 joiners working for him, producing windows, doors and hardwood flooring. With a long tradition of joinery in his family since 1853, John established his own joinery company 30 years ago. Working mostly in hardwood, John relies on personal recommendation for most of his work. However he adds, "I've always believed in the personal touch, meeting people face to face, now I am quoting blind off the internet, often before I speak to people." The nature of his business has changed over the last twelve months, with the internet opening up the whole country. Confessing to be ambitious, now at the age of 50, John is not keen to expand for the sake of it, believing it is important in the current climate to be more efficient. He confirms, "Joinerysoft is helping me to keep my office costs down."

J.F. Joinery purchased the complete JMS system for bespoke joinery in December 2007. The key reasons for his choice include:

- Scaled diagrams can be included with the quote allowing customers to see exactly what they are getting. Flexible print options allow scope to add own terms and conditions so customers can sign quotes as confirmation of order. Ease of use means that quoting times are drastically reduced.
- Production processes are simplified, removing the need for joiners to calculate cutting lists individually, and eliminating mistakes. JMS automatically creates cutting lists in a choice of

formats to suit the workshop, job or customer.

- JMS automatically produces supplier orders, including timber, glass and fittings. JMS calculated glass sizes have particularly saved John time.



Full time in the office, John only has help one day per week. Before JMS quotes were manually created; no drawings were included, merely providing detailed descriptions. John confesses quotes didn't look very professional.

Quoting is now so quick John is able to quote over the telephone; designing and emailing to customers while they are still on the phone. John saves a large amount of time due to JMS. He says, "The detailed drawings and measurements allow customers to check the measurements on site. They can see that it eliminates mistakes." He adds, "I am now working flat out on JMS – which has meant that I can increase the amount of work that I do. With JMS we can guarantee accuracy of pricing and are able to have the flexibility of producing our own templates and one off designs."

In the current economic climate some customers ask for a quote and then sit on the fence before accepting it. John concludes, "Quoting is a numbers game. The more estimates you produce the more likely you are to get work. What is more, first impressions count. That's why JMS quotes help me win over my competitors".

John believes that the secret to his success is the timing of the job. He says, "It is imperative, not only to get the estimate out quickly, but also to get the actual job produced when you say you are going to produce it.

Because of JMS I now know how long the job will take in advance, and can add this information into my planning."

The workshop has also seen considerable improvements since the introduction of JMS. John admits the joiners were slightly concerned at first, but "I quickly got them involved which made a real difference," he says. "I showed them what it could do and let them choose which style of cutting list they liked best. Now they love it.

Our joiners don't use anything else." A key feature of JMS is the ability to choose the level of detail required for production sheets for each individual job, or for specific customers.

Profit margins have grown since introducing JMS. He comments, "It will be interesting to see at the end of this year how much production has gone up, compared with the previous year. I won't be surprised if we see a 30-40% increase".

John concludes, "I use JMS day in, day out; It is continuously working for me." He adds, "In the current climate JMS is essential".

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