



Testimonial:

"It was unbelievable how quickly AKA brought focus and structure to our meetings, allowing for more productive activities and bringing a sense of empowerment to our staff. I truly wish we brought AKA in years ago."

Mike I., President
Kentucky Manufacturer

Company Profile:

This Kentucky manufacturer has been in business since 1988 developing and is currently the only 100% manufactured wood furniture in America specializing in oak and maple wood furniture. They employ over 400 employees in more than 625,000 square feet of manufacturing and distribution space.

Situation:

This Kentucky manufacturer is in an industry that has seen a steady supply of overseas competition for customers. Low wages in foreign countries have driven costs down and made customers expecting low costs for high quality wood products. "Our quality of workmanship far exceeds all of our competitors, but we still need to keep our pricing low to be competitive. We need a way to reduce our costs but still maintain our quality. Our employees take a lot of pride in creating the best wood furniture in America but because we are consistently being told to reduce costs out of our products, the energy has slowly been drained from our employees. We really needed a 'shot in the arm' to re-energize our workforce," says Mike I., President of Kentucky Manufacturer.

Solution:

AKA started working with this Kentucky manufacturer, delivering Innovation Engineering Services in February of 2013. The objective was to bring structure and focus to activities that would allow an increase of cash flow and identify growth opportunities. "We needed to have a 3-prong approach: increase cash flow, map out existing processes, and develop some fresh ideas that allow customers to fully understand the value and experience that this Kentucky manufacturer offers compared to the other commoditized products of their competition", says Mike I., President of Kentucky Manufacturer.



Direct Results:



Improved production of new products by 50%



Reduced Overtime by 25%



Identified 3 areas to increase cash flow



Improved morale