

# Buster Cover eases cash-flow while gaining greater control over product range

**When Buster Cover first started distributing their grain feeders to farmers around New Zealand they found themselves limited by the fact that they were importing their product from the USA.**

The product itself offered unique benefits to the market which Buster Cover wanted to continue to provide. However, the need to order large quantities and long transportation times between America and NZ often put undue strain on the business.

When Buster Cover approached us, they were seeking a more economical supply channel to provide their product to their customers. By starting production in New Zealand, Buster Cover was able to reduce the amount of cash tied up in large product holdings and gain more control over aspects such as colour and branding. They wanted a decrease in lead-time and to have the ability to make smaller orders more frequently. This would mean less working capital was tied up in stock, yet the business could still accommodate growing demand at short notice.

Our designers met with the owners of Buster Cover and asked them questions about what they had in mind; we offered advice and suggestions and together we came up with a new mould for the feeders. We showed them how we could make colour variations as well as changes in the design. Buster Covers benefited from the fact they could order in smaller quantities, and now have their name and logo on the product.

Many smaller businesses in New Zealand think that it is more economical to manufacture offshore. However, the key to success in that channel is having the ability to order in large quantities and to have outstanding sales forecasting tools to prevent any supply shortfalls caused by long lead times.

By producing product in New Zealand, smaller businesses have the opportunity to order lower quantities on a regular basis which allows them to enjoy healthier cash flow during their growth phase.



*By producing in New Zealand Buster Cover now have more control over branding and colour.*

Here are some of the benefits Buster Cover now enjoy:

- Flexibility in product construction and colour.
- Ease on cash-flow.
- Able to order smaller quantities – can test new concepts without big overheads.
- Shorter lead wait times when ordering product.



*Buster Cover now enjoy better cashflow and shorter lead times by manufacturing in New Zealand.*