



Gavin Everton – Inwood Developments

Executive Summary

Personal Summary

Over the last year the IFLP program has allowed me to expand my knowledge in areas I would not have reached in my day-to-day life. As a manufacturer it's been massively insightful knowing that a lot of the issues we see in culture & process change are seen throughout other leading industries. By being given access to an open honest forum to discuss and work through these issues it has allowed me to take on board other experiences (good and bad) in being able to find solutions to enable myself and hopefully others around me to work through ideas and solutions in a pragmatic way.

I believe the overall effect this has had on me is that IFLP has allowed me to frame my questions and thinking with more purpose. I believe this has enhanced my need to question situations and reasoning and feel this comes through in my approach to business which in turn gives me more confidence that I am taking a multidimensional approach to the matter at hand.

Business Challenge

When I came into IFLP I didn't have a clear business challenge. I had only recently joined the firm and was still finding my feet within the business and its needs when I was asked to participate.

My sponsor had discussed the possibility of us looking at future works scheduling within the factory. This is a subject I have worked closely with throughout my career but after joining up with my IFLP cohort and discussing our current inhouse business challenges along with listening to the speakers on the first session it quickly became apparent that although an idea for the future it was not what the business required in the here and now.

Once I had taken these thoughts away with me 2 questions kept coming to the front of my mind, these 2 questions then went on to form my business challenge.

Question 1 – Who are Inwood?

Inwood have a history of bespoke timber manufacturing and supplying one off special timber frames to the architectural market. These buildings as nice as they are come with pitfalls, as being the manufacturer rarely gives you the recognition the main contractor will receive due to NDA's and not being visible throughout the build of the project.

Question 2 – Why Inwood?

Despite Inwood having a rich history in timber manufacturing why would a contractor or private individual choose to use Inwood as a supplier, despite them having experience and expertise it is not widely recognized.

Addressing the Business Challenge

As a company we have had to look hard at our model, strategy and route to market. Due to our varied history in timber manufacturing and expansive machining capabilities I feel we had become diluted in our offering to the market.

To look at addressing this challenge the following points have been taken into consideration.

Company visibility to its potential cliental.

Which platforms provide Inwood with its biggest reach.

Refine Inwood's offering to the market.

Do Inwood's offerings compete with others in the sector.

Business Challenge Summary

After looking at what Inwood was offering the market it became clear we needed to have different strategies for our different product lines. After refining our product lines we then looked at their performance within the company.

This highlighted that certain lines and customers were more suited to the company's current position, whilst some lines had stagnated due to market forces and needs.

Once these product lines had been identified a strategy was formulated to focus on how to best bring these products to market. This led to greater emphasis in compiling a full range of offering within the identified product lines to ensure they were comparable with the company's competition.

This was done through greater product research and a full review on Inwood's online presence.

A first phase strategy has now been put in place for the identified product lines along with a full overhaul of Inwood's website. We will then monitor this strategy over a 4-month period to ensure it is following the predicted scenario we have put in place.