

Fast and Affordable Window Systems!

I ran across a really interesting story the other day. It's a story of a new company in the aluminium business; one with a clear view on how to improve customer service and reduce prices based on greater productivity.

Faced with responding to depressed demand and strong competition, Coventry based Jack Aluminium, a systems supplier, has strengthened its market positioning with a greater offer of value for its customers and is set to raise sales throughput even further!

Essentially Jack has created a business model to match demands of small scale high street and commercial users for specific and affordable window systems delivered within hours!

It is the operational element that gives the edge. Operating with aggressive sales and marketing and great products is vital and has brought success but it is the move to localised cutting and painting to specification, buffer stocks and fast delivery that will give Jack a clear and sustainable edge over rivals.

Here, indeed, is a business whose strategic positioning truly supports the claim; "Fast and Affordable Aluminium Window and Shop Front Systems"

Here is the nutshell:

Jack Aluminium : Strategic Positioning

- WHO: The customer** Nation wide small scale high street and commercial users
- WHAT: The offer** Superior value shop front and office products at affordable (competitive prices), delivered in hours
- HOW: The game plan** Local cutting and painting to spec locally to meet local demands for finished product quickly
- A number of small efficient paint shops in dense areas of demand around the country able to stock and deliver within hours
- Sections cut to spec to meet specific requests, off cuts held in stock which is topped up
- Targeted marketing and sales. Avoid large systems suppliers and build sales in smaller end.

For the full Monty go to [Jack Aluminium](#)