

## BUSINESS PROBLEM

Every business is interested in alternative ways to find new customers and ways to secure additional business to keep the plant running at full capacity. When your primary market and biggest customers are entering one of their periodic slower periods, it is especially important to have a source of additional business to keep the plant running efficiently.

## SOLUTION

Harvan Engineering is a family owned and operated customer machine shop in Woodstock, Ontario, Canada, that produces high quality torsion bars, valve and drive components and suspension assemblies. While regular customers typically consume 80 to 90% of the plant's capacity, Harvan would like to make sure that the remaining capacity is fruitfully used to keep revenues and efficiencies up.

Harvan became a Supplier on the MFG.com online marketplace about a year ago. "We tried another online market before, but without much success," says Shawn Auger, Harvan's engineering supervisor, "but we believed in the concept so we kept looking and found MFG.com."

Tentatively, at first, Harvan started quoting "the odd job here and there," Auger says, "then we started seeing how we fit in with the work that was posted and how the competition was responding." Auger says that Harvan is now actively quoting jobs on a regular basis and sees

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*-Shawn Auger  
Engineering Supervisor  
Harvan Engineering*

MFG.com as the right place to find the extra work that they need to keep the shop running at full capacity. "I will usually review 10 to 15 requests a day but I will only quote on the ones that are the best fit for what we do – and the space we have available in the schedule."

That 'fill-in' capability might become especially important with a slow-down in automotive production on the horizon. "Right now we're using MFG.com for about 10 to 20% of capacity, but orders from our biggest customers are starting to slow down. We'll be looking for more work through MFG.com in the short-term future."

Auger has been able to refine his use of the site over this first year, "I can see jobs that we might be interested in but I can tell by looking at the history and who the other companies are that are quoting and figure out that we won't be competitive," he says, "so I won't waste my time quoting on it." He recently quoted a large job and was awarded the contract and the customer said,

### ABOUT HARVAN ENGINEERING

Proud supplier to the defense, agriculture and valve industries since 1984. Family owned and operated, Harvan Engineering has manufactured quality components for over 20 years from its modern, 40,000 square foot facility in Woodstock Ontario, Canada.

Torsion bars, valve and drive components and suspension assemblies can be designed, machined, welded and assembled entirely in-house, ensuring total control over quality and delivery. ISO registered since 1996, Harvan Engineering remains on the cutting edge of the machining industry with annual investments in capital equipment. Its largest lathe can handle parts up to 20" in diameter with 40" between centers. Recent expansion includes an Arc World III Robotic Welding Cell with Ferris Wheel Positioner. Harvan also offers spline cutting, 9 gear hobbers, and broaching and key seating capabilities, and CWB certified welders work with the latest digital equipment, both manual and automatic.

"I want you to do this large job but I need you to do these two small jobs, too." So there are opportunities beyond just what's out for quote. Many companies that award an initial contract will come back with additional business later on.

"I also look at the customer's profile and history," Auger says, "to see how they have awarded contracts in the past and to make sure that they are willing to award jobs to suppliers in Canada." He is especially keen on the feedback he gets on quotes both for jobs they get and for those that are awarded to someone else. "The feedback is really helpful," he says. "It helps us get an idea of where we stand in relation to the other suppliers and to what the customer is looking for."

While Auger has only had a few occasions to call MFG.com for support, the response on those occasions was excellent. "We called about a minor problem and they fixed it right away," Auger says. "Support is really good."

### BENEFITS

- Good source of additional business to utilize available capacity
- Market intelligence – profiles and history of buyers and feedback on quotes and completed contracts
- Easy-to-use and effective web-based tools