

#### BUSINESS PROBLEM

George Mordecai is a woodworker and a cabinetmaker. But the cabinetmaking business has its ups and downs. Seeking to add a more stable element to his business, Mordecai invested in a CNC machine to be able to seek out industrial / commercial wood product production. But he would have to find a way to break into a whole new market.

#### SOLUTION

At about the time Mordecai acquired his new CNC machine, he discovered the MFG.com online marketplace. "The timing was perfect," he says. "I saw an article online that mentioned MFG.com and I decided to check it out." What he found was a source of quoting opportunities for a wide variety of products including those made from wood – his area of interest. "I looked at some other sites, but none of them included wood-working," he says. On MFG.com, companies can post requirements for wood fabrication, finishing, joining/assembly, routing/drilling, and turning.

In the relatively brief time Mordecai has been doing business through MFG.com, he has been able to secure a number of contracts for a variety

#### ABOUT GEORGE MORDECAI

George Mordecai Woodworking, based in Wisconsin Dells, WI provides quality wood working of industrial products, gift and decorative items, learning aids, furniture, cabinets and one-off prototypes in any species, size or complexity.

#### BENEFITS

- Good source of business opportunities in specific specialty areas
- Easy-to-use site with good customer support
- Additional Internet search exposure through MFG.com profile

of wood products and has established many continuing relationships. "One customer in particular is introducing some new products and we are working with them to make the products better," Mordecai says. As an example, he stated that sometimes a product design will come through that's "over-engineered" - too heavy for the desired use. "That wastes material," he says. "I can help the customer re-design to save material and save money."

The wood products that Mordecai produces include gift items, industrial components, learning aids, decorative items, and quite a lot of prototyping. He can produce one-off samples or long production runs. He can also do painting and finishing. As far as growth and expansion plans, Mordecai is ready. "We have an empty building next door and people at the ready," he says. "His company would be interested in securing long-term production contracts including those in which they would produce several months' supply and hold them for just-in-time shipment.

In addition to work found directly on the MFG.com site, there is peripheral benefit to Mordecai's participation on MFG.com. "We have gotten inquiries through Google searches," he says. "As we have no other presence on the Internet, I know it's a result of the visibility we get from our MFG.com profile."