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PRESS RELEASE

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Award Winning March Engineering Company Comes Up With Innovative Plans To Beat The Recession

“As everyone is well aware we are currently being faced by unprecedented challenges to the stability our Regional, National and Global economies”, says Gavin Goates, Commercial Director, PCML. “Consequently we have invested considerable time and energy in developing our plans on how to deal with the situation that we are currently faced with”.

According to Gavin Goates, in a recession customers become value orientated; businesses are concerned about cash flow and employees worry about their jobs.

Consequently he believes that the key to dealing with a recession is to understand how the needs of key stakeholders such as customers, partners, suppliers and employees change and subsequently adapt the organisation’s business strategies to the new reality.

The Directors of PCML are now spending much more time with their key stakeholders, particularly their employees and customers to address the following key challenges currently facing the business i.e. Protecting the value/supply chain, Engaging all the employees totally in the new plans and finally developing innovative Marketing strategies.

“A chain is only as strong as its weakest link and PCML are part of a successful and profitable supply/value chain”, says Kevin Miller, Engineering Director, PCML. “It is vitally important to protect both the membership and the integrity of the supply chain at all times. We believe that Consumers - Customers - Intermediaries - OEM’s must work together to survive and prosper.”

The primary driver of employee engagement is the ability of leaders at every level in the organisation to share power by engaging their people in decision-making and change; this is exactly what they are doing at PCML.

When markets become much more competitive, such as in a recession, smarter customer segmentation and targeting can produce great results. Consequently PCML will be

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focusing on selecting the most attractive customer groups, gaining real insight into their needs and wants before developing effective propositions.

PCML has grown exponentially since it first started trading in 2000; consequently it is in a very strong position to deal with the current economic challenges.

The company has strong cash flow management and an excellent credit rating.

It has a core team of highly skilled, committed, loyal and motivated employees.

It has made huge investments in its manufacturing and production facilities, as well as its planning & control systems.

PCML is strongly marketing orientated and clearly positions itself as a provider of high quality manufacturing solutions from concept to finished product. Consequently it has a strong loyal customer base, which it supports through its key account management strategy.

However a downturn is no time to stop spending on marketing, consequently the company has developed some new ideas exclusively for its customers and recently launched two new customers services.

The first called '**Capacity Watch**' is a free Internet enabled service. The service aims to provide customers with up to the minute information on immediate and short term manufacturing capacity that is available for their specific needs. This service can save customers an enormous amount of time and money normally associated with sourcing unplanned manufacturing needs, particularly with complex components.

"Capacity Watch, what a simple but effective idea! Nobody else is doing it, I will have some of that capacity next week, 10 out of 10 for innovation" says John Baker, Consultant Design Engineer, BD Engineering

The second new service is called '**Stock Watch**' it is also a free Internet enabled service. This service aims to provide customers with up to the minute information on stock that is held at PCML's expense as a result of expected future orders. This service can save customers an enormous amount of time and cost normally associated with sourcing unplanned manufacturing needs, particularly when small batch sizes are involved.

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"A great Idea! Please send me a complete list of all parts you stock on my behalf. I wish all our suppliers had your Vision." Hugh Dyson, Teraview

PCML are contract manufacturers of complex, precision-engineering components and assemblies for UK customers in high technology growth sectors and according to the Independent Newspaper in November 2008, "UK manufacturing businesses will have to continue to drive towards the high skill, high tech end of the market. The good news is that Britain has had so much practice at tactical retrenchment and refocusing that manufacturing will survive this downturn".

"Understanding and Helping small High Tech businesses to thrive and prosper will be crucial in helping the UK to come out of this time of great challenge even stronger", says Hugh Dyson.

To address the ongoing challenges and opportunities PCML has also developed a 10-point plan, which focuses on:

1. Providing Strong Leadership
2. Continuing To Tightly Manage & Control Cash Flow
3. Maintaining a Major Focus On Retaining Customers
4. Continuing To Provide Outstanding Customer Service
5. Increasing Investment in Marketing
6. Continuing to Concentrate on Selling Only Profitable Services
7. Continue to Invest in Staff Training
8. Developing Online Customer Services
9. Streamlining Manufacturing & Production Operations
10. Applying a Lean Manufacturing Strategy Across All Business Functions

Finally according to Gavin Goates, "What this means for our committed employees in the long term, is security of employment, personal & career development opportunities and continuing to be part of a winning team."

We are going to continue to invest for the future, we will continue to strengthen our customer relationships for long-term sustainability and we will continue to focus on Total Quality Management, standing still for us is not an option!"

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