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STUDY UNDERSCORES NECESSITY OF HAVING PRODUCT READY TO SHIP FOR CONSTRUCTION MARKET

PALATINE, IL – Immediate product availability is more critical than some manufacturers have been led to believe. Proprietary research conducted by Accountability Information Management Inc. found that construction professionals, most notably plumbing and electrical contractors, have higher-than-average expectations for how quickly product can be delivered to them.

“Manufacturers put a lot of emphasis on product quality and not enough on fast product delivery,” states James Nowakowski, president of Accountability Information Management. “The truth is that most products work well and are built to last. Being able to get product quickly — *when* the customer needs it — is often *the* deciding factor in which manufacturer they buy from.”

According to Accountability’s research, which surveyed decision-makers from construction firms, including engineers and contractors, about their purchases in specific product categories, product availability consistently outranked other key purchase factors. Plumbing, electrical and general contractors “expected” delivery of products across the board in only one to six days.

“If you have product when customers want it, you’re as good as gold,” says Nowakowski. “It should make the concept of inventory a whole new consideration.”

ACCOUNTABILITY INFORMATION MANAGEMENT INC., located in Palatine, Illinois, is a marketing research and marketing communications company with extensive knowledge in branding strategies and print advertising behavior through database management and technologies. Clients of Accountability include magazine publishers, associations, and public and private companies in manufacturing, construction and other industrial markets.

To access Accountability articles and white papers, visit www.a-i-m.com.

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