

# IME Best Practice Visit Agenda

## Minivator Limited



82 First Avenue, Kingswinford, West Midlands DY6 7FJ

Thursday 18th June 2009

09.30	<b>Arrivals/Coffee and Registration</b>	15 mins
09.45	<b>IME Welcome</b> <ul style="list-style-type: none"><li>- Introduction of host</li><li>- Brief outline of agenda</li></ul>	5 mins
09.50	<b>Visitor Introduction</b> <ul style="list-style-type: none"><li>- Visitors introduce themselves and their objectives</li></ul>	10 mins
10.10	<b>Host Introduction</b> <ul style="list-style-type: none"><li>- Brief company background/history</li><li>- Overview of site activities/products, facilities and safety, etc</li></ul>	20 mins
10.30	<b>Specialist Topic 1 – Manufacturing Strategy UK and China</b> <ul style="list-style-type: none"><li>- Presentation</li><li>- Feedback/Q &amp; A</li></ul>	35 mins
11.05	<b>Comfort Break</b>	5 mins
11.10	<b>Specialist Topic 2 – Minivator Values &amp; Culture</b> <ul style="list-style-type: none"><li>- Presentation</li><li>- Feedback/Q &amp; A</li></ul>	30 mins
11.40	<b>Site Tour to illustrate the topics</b>	45 mins
12.25	<b>Question and answer session</b>	15 mins
12.40	<b>Conclusions and Next Steps</b> <ul style="list-style-type: none"><li>- IME feedback forms</li><li>- Announcements of further IME visits</li></ul>	10 mins
12.50	<b>Lunch and networking</b>	
13.30	<b>Depart</b>	

Please make sure you arrive 15 minutes early, as the visit will commence promptly.

## IME Best Practice Company Profile

<b>Host Name:</b>	<b>Minivator Limited</b>
<b>Logo:</b>	
<b>Address:</b>	82 First Avenue, Kingswinford, West Midlands DY6 7FJ
<b>Website:</b>	<a href="http://www.minivator.co.uk">www.minivator.co.uk</a>
<b>Industry Sector:</b>	Lifts & Mobility Manufacture
<b>Number of Employees:</b>	360
<b>Turnover:</b>	Over £40m

### Company Profile

Minivator Group Limited is one of the world's largest manufacturers of stairlifts and a leading supplier of independent living products. From its Kingswinford headquarters, in the heart of the Black Country, Minivator supplies life changing products to UK Local Government, direct to end users and to mobility dealers globally.

Following a Management Buy Out in 2000, the Minivator story is one of continuous growth and success. Previously a loss making division of a US multinational, Minivator has been turned around, with sales growing from £5m in 2000 to over £38m in 2008 and employee numbers growing from 51 to nearly 400.

In addition to expanding its site in Kingswinford, where service and manufacturing functions are based, the Minivator Group has evolved and now has its own sales and distribution operation in both the USA and Germany, a consumer sales business near Leeds, and its newest facility, an assembly plant and bespoke track design office in China.

### **Specialist topic -*Manufacturing strategy in the UK and China***

The ability to source and manufacture cost effectively and efficiently has been core to recent profitability improvements. Since 2005 the average stairlift production per day has increased by 59% with a 25% headcount increase, as a result of improvements in production processes.

In addition, there has been a strategic change in the approach to manufacturing for Minivator across the world, culminating in 2008 with the opening of Minivator Shanghai, a fully owned subsidiary of the Group. Minivator sees the use of its Chinese operation as a real strength for the Group and for its continued presence in the Black Country. By establishing a high quality, fully owned base in a lower cost economy, this enables cost effective assembly of standard components, whilst retaining the highly skilled bespoke manufacturing processes in Kingswinford. Minivator Shanghai directly benefits the customer by keeping product costs and lead times as the best in the industry. We will discuss how this has been achieved.

### **Specialist topic -*Minivator values and culture***

Minivator's success is due to its dedicated loyal and caring workforce. With headcount increasing by 25% in the last 18 months, Minivator strives to induct and develop all of its associates into the Minivator way of doing things. We believe we have a unique set of motivational tools and traditions that make it a great place to work. We will expand on Minivator's values and its changing culture.

### **Who is this visit is suitable for?**

This visit is suitable for decision makers who want to see lean manufacturing starting to succeed through its employees, sourcing and manufacturing strategy. This plant is on a journey towards lean and owes much of its success to its Company wide focus on service as a differentiator.