

# SAFA Entrepreneurial Lesson

**How to communicate with manufacturers**

# What do you need to communicate with manufacturers about

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## 1. Timelines

- a. Making sure that delays don't occur and production is running on time

## 2. Quality

- a. Having manufacturers take and send pictures of the product line to ensure they match your expectations.
- b. For larger orders, some entrepreneurs have manufacturers send randomized samples of the products coming off the production line through expedited shipping.

## 3. Shipping

- a. When getting samples, it is mostly always worth the price to pay for expedited shipping.
- b. When receiving the bulk orders, it typically makes the the most sense/and most cost effective to choose the lowest shipping price.

## 4. Progress

- a. Making sure that the production line is running smoothly

## 5. Changes

- a. If you decide on changes for your product specifications, and it isn't too late, immediately contact your manufacturer in order to implement the changes.

# Why is it so important to communicate with manufacturers?

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The manufacturer you choose could make or break your company. Once you submit your designs and payment to a manufacturer, they now are in control of the supply you have to sell.

By communicating with manufacturers, you can help ensure that the products you receive is satisfactory, and can meet the consumers expectations. Using a product zero, and communicating with manufacturers are crucial skills to have as an entrepreneur.

# Watch this short video for some tips about communicating

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**What Does  
Communication Have to  
Do With  
Manufacturing  
Excellence?**



# Consequences of poor communication with manufacturer

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1. You will be completely unaware of the timeline that manufacturers will be on, and it will throw off your organization. It will become a messy process.
2. You risk maintaining the quality of your products in the production line. You will not know how satisfactory your products are until you receive them in the bulk order, and it will be too late at that point to change them.
3. Progress at the factory might slow down and become “lazy”.
4. You will not be able to make changes in your factory production line after submitting the designs if you cannot communicate with your manufacturers properly.

# Activity Time!

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In your entrepreneur journal, write down why it is so important to communicate with your manufacturer. Also write down one consequence of not having good communication with the manufacturer you chose.

# Activity Time continued

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Find a partner or create groups of three. You will take turns acting as a manufacturer or the entrepreneur. Have a conversation and take on the role as either the entrepreneur or the manufacturer, and talk about different things about the manufacturing process. After two minutes, switch roles!

Keep the first slide up during the conversations so that you guys can have a reference as to the type of questions you should ask, and what should be talked about.