



Minorplanet

# Geometric Furniture

Case Study

## Geometric Furniture

Geometric Furniture Ltd has been established for over 30 years, and has a proven track record of contract furniture design and manufacture. The company is based in Middleton, Greater Manchester, in the United Kingdom.

Geometric occupy a 170,000 square foot manufacturing, warehousing and distribution facility, providing the necessary capability for their future expansion plans, mass production and bespoke manufacturing. The new facility sits on a 6 acre site with 6 loading bays which allow ample space for supplier deliveries and their 11 delivery vehicles.

Geometric's new manufacturing capacity allows for growth and product diversification to meet the challenges of new brand development.

**"we have increased productivity by 43%, which is a saving of £55,000, and increased turnover by £1.7million"**

Lee Shuck

They are able to prototype and manufacture furniture to a customers precise specification, and are able to store and deliver stock to meet construction or renovation schedules.

The sales and after-sales service provided by the company is supported by a team of professionals who will develop initial designs from concept, through development and manufacturing, to completion of the finished product.

In line with expansion plans, Geometric had to look for ways to improve their operational efficiency. Geometric spend a large amount on fuel alone, add to this drivers wages and the company had good reason to look for ways to reduce running costs. Lee Shuck, Managing Director states "The amount we spend on fuel and drivers' wages increases each year."

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Geometric have been able to use Minorplanet's VMI™ to improve operational efficiency by controlling and optimising the fleet. The system has helped Geometric manage customer expectations more effectively by giving accurate ETA's, Lee comments "the system has helped us to reduce the number of customer complaints and queries. Because of the Live Track facility we can tell customers exactly where our drivers are, in addition, we have increased productivity by 43%."

With many blue chip customers on their client base, Geometric firmly believe that the VMI™ system has helped the business to win new business, "We believe it is a real plus point to show we have invested in a vehicle management system. We initially signed a contract for a 3-year lease with Minorplanet and were so impressed with the results achieved we decided to change it to a 5-year lease mid way through the first contract." concludes Lee. As a result of investing in the system, Geometric have made real cost savings of £55,000, and increased turnover by £1.7million.