



**PODCAST TRANSCRIPT**  
**Show Notes at: [makeitbritish.co.uk/020](https://makeitbritish.co.uk/020)**

Hello and welcome to the Make it British Podcast.

I can't believe that this is the final day in our Get Set for Manufacturing. A series of 5 podcasts that accompany my [Get Set for Manufacturing Challenge](#).

This week we've looked at how to define what you want to make, what materials you might want to use and the difference between full service and CMT manufacturers.

We've also discussed how to set your target cost price, and yesterday we talked about what an MOQ is and how to negotiate them

So today it's all about putting together everything that you've learned this week and presenting it in a format so that you are ready to meet a manufacturer.

Before you contact a manufacturer you should be armed with the following:

- A clear idea of the product that you want to make, including and technical terms for the products if at all possible.
- Knowledge of the materials that you want to use, and possibly a supplier for them as well, particularly if its a CMT manufacturer you are approaching (and if you don't know what a CMT manufacturer is go back and listen to episode 17.
- Details for any trims that you might want on the product, along with an idea of where you will be sourcing them from.
- A good understanding of who your target customer is and where your product sits in the marketplace, along with an idea of what you hope to retail your products for.
- A target cost price for each item that you want to make. The cost price should include your manufacturing costs, your materials and trims costs as well as any labels and packaging.
- And finally an idea of how many of each item you want to make in your first production run.

Usually all of this information is put together on something known as a tech pack in the fashion industry. A tech pack details all the design, materials and trims for each product and gives the manufacturer a template to follow.

You may also have a specification sheet, which is a design with all of the measurements on it so that the manufacturer knows what size to make everything.

You'll notice when I talked about what you needed to have ready before you approach a manufacturer, that I haven't included any timings or deadlines in there.

I have my reasons for doing this.

When businesses contact me and they are looking to source a manufacturer I usually find that they are super keen to get something off the ground, and they're hoping to launch as soon as possible.

Sometimes they've booked a photo shoot or a trade show, and they are hoping for the samples by that date.

Or they've set a date for their website to go live or their shop to open, and they need the final production by then.

My advice is....the whole manufacturing process is always going to take you much longer than you think.

Especially when you're first starting out. Launching a new product requires lots of moving parts to come today.

You're going to have to allow time for the following:

1. Sampling and development time

Nothing is ever right first time when it comes to product development. Not in my experience! Sampling and development always takes longer than you think it's going to take, even when you make in the UK.

One thing that can see it all up is going to visit the factory when your samples are finished, so that you can make any amendments there with the people who will be making the final products.

2. Raw materials lead-times

A factory won't start making something until all of the materials are with them. So you need to factor in how long those materials are going to take to arrive, especially if they are coming from overseas. In which case you'll also need to allow for shipping, clearing customs and all other manner of fun

3. Labels and packaging

Often seen as an after thought and something you add on at the end, ive seen lots of start-up businesses being caught out because they didn't have the design and production of their labels and packaging done in time. Particularly in the case of garments of a product where the label has to be attached during the production process. If you're launching a new product start thinking about the labelling before you go any further!

4. Production schedules

You might want the production in 4 weeks time, but has the factory got capacity on their

production line on this date?

Despite the idea that UK manufacturers can work on short lead times, this only works if they have the capacity at the time you want it

So i think its best to have that first visit to a manufacturer and work your lead-time back from what they tell you might be possible,

Even then it is important to understand that these dates can change.

Whilst they might have some availability to make your production in six weeks time, if you decide to change something, or your materials turn up late, or a personal tragedy happens, they are not going to be able to hold that production spot for you because they need to keep their staff busy.

So you'll then have to book in another slot.

One thing I learnt in all my years of product development and buying is that you have to prepare for the unexpected in manufacturing. Think quick on your feet, and have a possible solution thought out should any possible disastrous scenarios happen!

So now you're armed with all the info that you need to start working with a UK factory you're ready to approach them with confidence.

Just remember, it's a bit like dating. You and the manufacturer are checking each other out to see if there could be a potential partnership.

The first email, or first phone call, gives the all important first impression of you and your business. You want to appear organised and well prepared - just like you would on a first date!

So that's the end of our week long special of 5 bonus episodes in our Get Set for Manufacturing series.

If you want to sign up to the challenge, which takes you through the 5 steps you need to take to be factory ready in just 5 days go to [www.makeitbritish.co.uk/getset](http://www.makeitbritish.co.uk/getset) and Ill send you all the details.

And if you'd like to find the full transcript of this podcast along with any other details that I have mentioned got to [www.makeitbritish.co.uk/20](http://www.makeitbritish.co.uk/20)

Next week we're back to normal with two podcasts - one on Tuesday and one on Friday.

I hope that you've enjoyed this week. If you've found it useful I'd really appreciate it if you subscribed to the podcast and left me a review in iTunes.

If you leave me a review please send me a screenshot after you've done it - to [kate@makeitbritish.co.uk](mailto:kate@makeitbritish.co.uk) and I'll send you a little gift to say thank you!

Until next week

Bye-bye