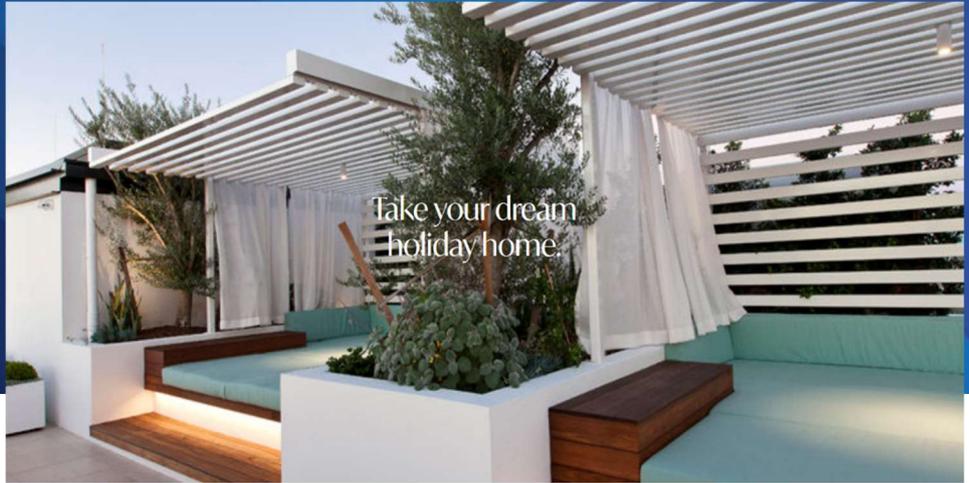




Success stories

**Cushion Factory**

Simplifying processes and building brand



Perth based Cushion factory have been supplying and making cushions for over twenty years. With increasing online sales supported by studios across the country, their success has been built on a reputation of home manufactured quality and customer service.

**Getting worn out**

Sam and Daymon Rogers commitment and passion were apparent from the start. Sam drives demand and handles customer service, Daymon leads Operations to manufacture the cushions. They were however becoming victims of their own success. The busy Christmas periods were placing too much strain on the owners, and copycat competitors were entering the market, buoyed by

declining studio sales as a result of COVID.

**Providing Comfort**

Sam and Daymon's willingness to listen and act on external advice from Entrepreneurs' Programme Facilitator, James Reeves, made the engagement both productive and enjoyable. There was a clear need to improve efficiency and reduce the onus on Daymon as Operations manager.

*"It was a great opportunity to have fresh eyes on the business, it pushed us to do things we may not have otherwise done, as well as providing the cash to help implement the ideas. Without the Entrepreneurs' Programme we wouldn't have been able to do so much." Sam Rogers, Owner*

**Fabricating Success**

Software upgrades were identified to mitigate the bottleneck in getting designs translated into cutting patterns. A new job management platform was implemented to manage production and keep a focus on service levels.

**Tying in the brand**

From the start quality was a clear product differentiator, but their brand didn't speak to this. With the increased importance of online sales, there was a need to offset competition and align their brand to their target market. The new brand image, as depicted, is stunning. Changes have now been introduced to both online and store offerings.

Cushion Factory will be the first to admit not everything has gone to plan, they still hope to improve the integration of the job management platform. Importantly though, they have been able to bring their goals forward by 2 years, and aware of what is possible to get them there.

