

Be wise when purchasing equipment!

Buying the correct equipment is extremely important to the success of any business, and in the bakery trade it is even more relevant.

In a bakery having good equipment that is supported well by the manufacturer is essential as without equipment working you are regrettably out of business. This is the first consideration when making your purchase.

After Sales Service

Does the company you intend purchasing from have 24-hour service and are you covered out of hours during your warranty period, which should be 12 months. Those not offering parts & labour 24 hours during the warranty period should be far, far cheaper as the labour during the night is usually the largest expense.

If not provided by the manufacturer then you will get to pay for this labour as that was the terms in which you made your original purchase.

After Sales Support

Some companies offer breakdown loan equipment to customers, which may save you thousands in turnover as equipment gets older. Usually companies offering this service do so for loyal customers who purchase their equipment and it is confined to the particular piece you brought from them so do not believe they will necessarily loan equipment every time you have a major breakdown with equipment you brought from alternate suppliers in the past. Customer loyalty appears to have a bearing on loan equipment with most companies who offer this service so it is wise to try and stay loyal to one company rather than shop around all over the place every time you buy. Check prices by all means, although

after sales service such as loan equipment comes with a high cost for those who offer it so this needs to be taken into account. Ask yourself if you can afford at some later date to lose a day or two of your turnover as a result of a machinery breakdown.

Good Negotiation

Never start believing a good product is the cheapest. But on the other hand don't think the most expensive will be the best neither. Compare well known brands and expect to pay around the same providing all the back up and support is equal.

Good Times to Buy

With two major exhibitions this year (Brisbane & Melbourne) it is worth a visit, as most bakery suppliers will offer specials and discounts and at times bigger trade in deals for exhibition buyers. It is always worth taking information such as age, make, and condition of your existing equipment with you as some brands are worth more than others do and are more sort after by second hand dealers.

Most importantly, to get the best prices at an exhibition then make a decision to buy before you go and then convey this to the various suppliers you wish to deal with. Remember that these people are professionals and can pick a tyre kicker as they deal with them every day of the week. If you just wish to look at new technology then just say so. But if you're a genuine buyer then they will do the best to sell you their product and will negotiate hard and fast to do so.

One final thing. take along a chequebook as this establishes you as a genuine buyer right from the beginning. Money gets most peoples attention - Including bakery suppliers, importers and manufacturers.