

# Unifirst case study essay sample



UniFirst is one of North America's largest workwear and textile services companies. We rent, lease, and sell uniforms, protective clothing, custom corporate workwear, floorcare, and other facility services products to all kinds of businesses. UniFirst is a leading supplier of uniforms, workwear and related products to businesses big and small since 1936, meaning we are in our eighth decade of servicing North American businesses. We provide a wide range of apparel from traditional uniforms, industrial wear, specialty and protective clothing to corporate casual and executive attire. UniFirst manages the uniforms of both small and large companies such as Walmart, Costco, and Canadian Tire. We also offer products such as restroom service products, soaps, air fresheners, mats, and mops.

Our Corporate Mission is to be recognized as the quality leader in our industry. Our careful focus on serving each customer's special needs and providing total satisfaction enables us to grow, to provide an equitable return on investment, and to create opportunities for all of our employees.

UniFirst Corporation presently employs over 10, 000 " Team Partners" who service more than 240, 000 customer locations throughout North America, Europe, and Mexico. We recognize that our continued success depends on the skill, creativity and initiative of everyone on our team. We also have three subsidiary companies: Green Guard, UniTech Services Group, and UniClean which supply first aid equipment, laundering and decontamination services, and clothing and services related to cleanrooms.

Not only do UniFirst's employees pride themselves on their exceptional quality and customer service, we also pride ourselves on being an active

member of the Textile Service Industry's " Laundry Environment Stewardship Program". We've contributed to important efforts that help preserve our natural resources for generations to come. In fact, we were one of the first companies in our industry to make significant investments in re-engineering our facilities to be " greener", more environmentally friendly operations.

We at UniFirst understand that CAPM employs 200 line workers that demand a quality, comfortable, uniform that keeps them safe. We also understand that you at CAPM want to outfit your workers in a consistent, clean, safe, and corporate way, and we believe we have the ability to do so. We have reviewed your prospect form you completed and have obtained the solutions that UniFirst has to these crucial issues.

Obstacle: After returning their uniforms at the end of the work week, your employees are not always obtaining their uniforms back the following week.

UniFirst Difference: UniFirst provides our customers with a triple count process in which we count the garments when they're picked up, when they arrive at our facility and when they are distributed back to our client. This ensures each employee receives their uniform accurately, effectively and can return to their work in a timely, structured fashion. Furthermore, UniFirst provides the option of labelling each individual uniform so employees can find their appointed uniform with ease.

Obstacle: When the current driver delivers the clean uniforms they are a total mess and left on the floor. UniFirst Difference: UniFirst will provide your company with a designated bin for clean, serviced garments. Our route service professional (delivery person) will distribute the clean uniforms in the

designated bin. You will be provided with a labelled bin for soiled garments and clean garments to ensure your workers properly dispose of and attain their uniforms.

Obstacle: Your uniforms are discoloured and/or aged.

UniFirst Difference: Our experience will ensure that all workers will have the same uniform and will be wearing the proper clothing for the job. The triple count process not only ensures the correct quantity of uniforms, but also the quality. If a uniform is not in pristine condition for your employees, we will replace the uniform in a timely fashion. Also, our Change-As-Needed System includes automatic replacement of garments before they become so worn as to impact their appearance or function.

Obstacle: Employees need to fill out a repair tag, otherwise no repairs are done. UniFirst Difference: UniFirst provides a Change-As-Needed System to ensure that all uniforms are kept in pristine condition and that every worker will maintain a functional, safe uniform.

Obstacle: CAPM does not want to manage their Garment System

UniFirst Difference: UniFirst provides a Garment Control System to ensure garments are controlled, systematized and administered with little to no assistance from our clients. We will count and sort the garments, inspect for flaws or the need for repairs, and deliver uniforms smoothly. Missed shipments or missing garments are virtually eliminated and you're assured that the clothing issued to you is properly controlled.

Obstacle: It is difficult to add or delete an employee.

UniFirst Difference: New employees receive next-day outfitting through

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UniFirst. This guarantees that your employee will promptly receive their uniform. Also, UniFirst recognizes that not every employee remains the same size over time, so we provide clothing size exchanges whenever necessary - all you have to do is ask.

(Price is estimated at \$2/day/person for the uniform requirements for 253 working days, and \$1.50/person/day for supplying original uniforms, pick-up and delivery once every week, laundry, hanging, repair and replacement for the duration of the contract)

3. PAYMENT TERMS: Payment terms are net thirty (30) days from the date of invoice. If payment is not received by the due date, invoices are considered past due. Past due payments will be subject to a service charge of one and one-half-percent (1 ½%) per month or the maximum amount allowed by law, whichever is less.

4. DELIVERY TERMS: Goods will be delivered 2-3 weeks after first payment is processed.

5. INSPECTION REVIEW: Buyer shall have the right to inspect the goods on arrival.

If you agree to the above terms, please sign and return one copy of this letter for our records.

Authorized Signature \_\_\_\_\_

Print Full Name and Title \_\_\_\_\_

The UniFirst Difference

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- Garment Maintenance – exclusive Mend System with 10 point inspection of every garment.
- Garment Replacements – change-as-needed system for automatic replacements.
- Outfitting New Employees – next-day delivery outfitting.
- Size Exchange – provide clothing exchanges whenever necessary.
- Garment Control System – ensures security and accountability for all uniforms.
- UniFirst Goodwill System – regular scheduled visits to see where we can improve.
- Honest Pricing – never any surprise or unexpected charges after agreement is signed.
- Wearer Protection – both you and your wearers are assured clean garments at proper time and place.
- Work Clothing Experts – no supplier has a broader range of work clothing.
- Environmentally-Conscious – we focus on sustainability and always strive to become “greener”.

#### Testimonials

“UniFirst has gone well beyond the normal customer/vendor relationship. They have become a working partner with us—competitive pricing, quick

delivery, excellent customer service—we appreciate their commitment and look forward to this partnership for many years to come.”

— Cindy, Personnell Administrator, Manufacturing company, Clarkesville, GA

“ Customer service in this country is at an all time low. Its good to see that there is still a company remaining that believes that superior customer service is the only way to grow a business. Making customers happy is priority number one... and UniFirst has completed that task with us.” — Steven, Vice President, Service company, Brentwood, NH

We hired a marketing company to help us gain market share in the industry and to promote our company... I took [their] advice and switched to UniFirst. It has been one of the best business decisions I have made.” — Dirk, Service Manager, Automotive dealership, White River Junction, VT

“ Prior to the partnership with UniFirst, uniforms were very cumbersome and took up a lot of time trying to manage for a work force of more than 200. UniFirst came in and promised to take that burden off... They held true to their word.” — Corey, Director of Operations, Dairy company, Johnstown, PA