

The Supplier

Jörg Zwickl



“I do not want my machines to stand still”

Jörg is 38 years old and is the owner of a mid-sized company near Stuttgart called Zwickl GmbH. He is the owner in the second generation. His father built the former company out of nothing. Jörg is very grateful for being the boss of 34 employees, including not only the workers on different machines. Jörg has a family, his wife Melanie and his son Robert (4).

This far, Jörg never really had huge problems in having enough orders, but there is always a fluctuation in terms of seasonal work. E.g. during the summer might be less orders than the other way round. While spring, autumn and winter are always great seasons, summer is always kind of an expensive time, because Jörg has to pay his employees and his machines stand still during this time. His employees are aware that short-time working might most likely occur during 2-3 months. This is also bad for them, because they do not get the same salary as the rest of the months.

Expanding his business is one of Jörg's goals. He wants more employees and wants to get bigger orders, but this is a high risk for him, because there might be more employees and more non-used machines during those summer months. It is hard for him, to get in touch with new manufacturers to get orders.

Jörg updated the computers in his office and does also own an iPad and a pretty new iPhone. He is eager to test new services and does privately own a Gmail account.

Aims

- Provide enough work for his employees
- Prevent short-time working
- Continue his father's legacy with a great business
- Expand his business (machines and staff)
- Get more orders during summer months
- Easily get in touch with manufacturers

Expectations

- Easily get in touch with new manufacturers
- Easy to use like other web services (AirBNB, etc.)
- Secure application
- Can be accessed from everywhere
- Real offers on the market not fake stuff
- Does not want to compete with international suppliers

Behavior

- Aware if the internet, know his way around
- Gmail Account and Google everything
- Stands for “Made-in-Germany”
- Always eager to have the best quality
- Invests in new machines if they improve their work

Influences

- Father (formerly dad's business)
- Family, needs to provide
- Globalisation

Characteristics

- Fair
- Likes to test out new stuff
- Father
- Quality-oriented