

Production Focus Report

Q1 2026 Production Hours Analysis

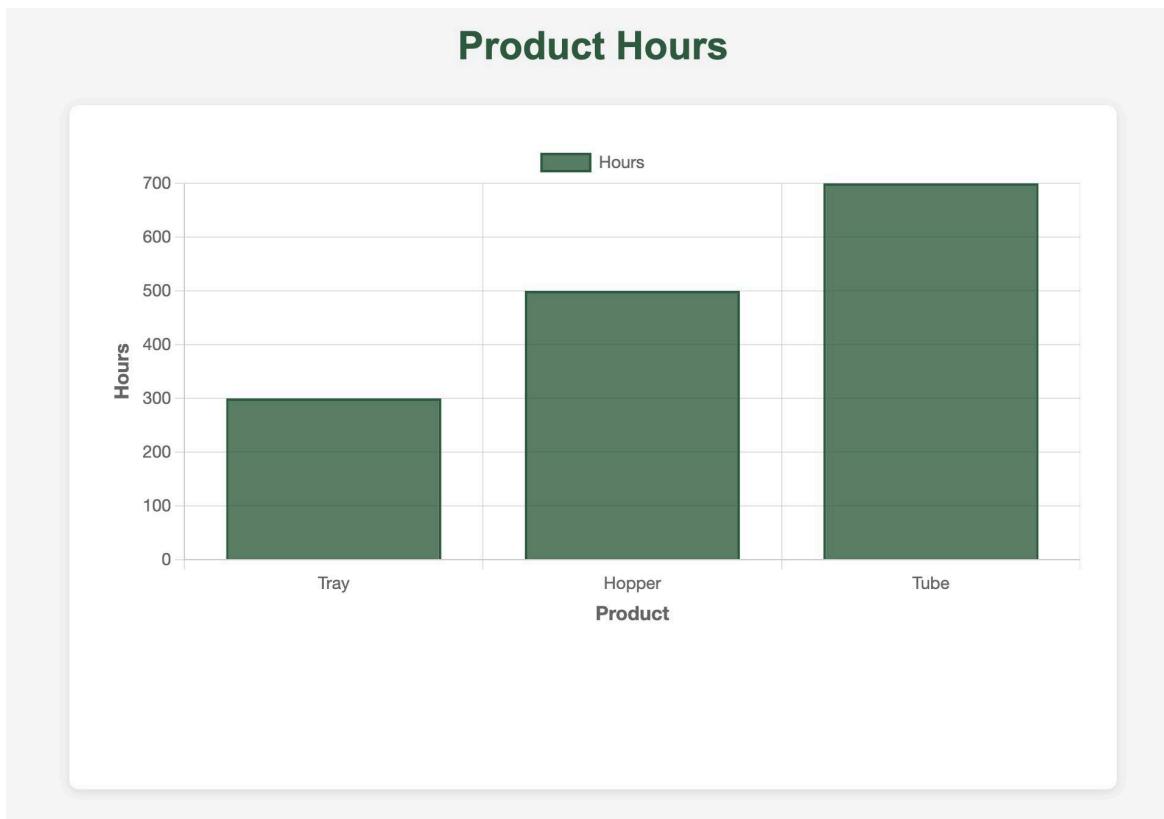
January 17, 2026

Executive Summary

Our production team has strategically allocated resources to meet increasing market demand for tube feeders. This report analyzes production hours across our three product lines and explains the rationale behind our current manufacturing focus.

Production Hours by Product

The following chart illustrates the current allocation of production hours across our feeder product line:



Strategic Focus on Tube Feeders

Production is dedicating **700 hours** to tube feeder manufacturing, representing the largest allocation of our production capacity. This strategic decision is driven by several key factors:

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Market Demand

Tube feeders have shown consistent growth in customer orders, particularly during spring migration season. The specialized design attracts finches and small songbirds, which are among the most popular species for backyard birding enthusiasts.

Competitive Advantage

At \$40, tube feeders represent our most accessible entry point for new customers while maintaining strong profit margins. The increased production volume allows us to meet demand while capitalizing on economies of scale.

Manufacturing Efficiency

The compact design and standardized components of tube feeders enable efficient production workflows. By concentrating hours on this product line, we've achieved improved quality control and reduced per-unit production time.

Production Distribution Analysis

Current production hour allocation:

- **Tube Feeders: 700 hours (47%)** - Primary focus for Q1 2026
- **Hopper Feeders: 500 hours (33%)** - Steady production to maintain inventory
- **Tray Feeders: 300 hours (20%)** - Baseline production for specialized market

Expected Impact

This strategic allocation positions WildWings to capitalize on peak spring birding season demand. We anticipate the following outcomes:

Increased Market Share: Higher tube feeder inventory enables us to fulfill bulk orders and capture new retail partnerships.

Improved Cash Flow: Faster inventory turnover on our most popular product line accelerates revenue generation.

Customer Satisfaction: Reduced lead times and consistent availability strengthen customer relationships.

Operational Excellence: Focused production runs improve quality metrics and reduce waste.

Recommendations

Based on current production data and market trends, we recommend:

1. **Maintain current production focus** on tube feeders through April 2026 to maximize spring migration sales.

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- 2. Monitor inventory levels weekly** to ensure hopper and tray feeders remain adequately stocked.
- 3. Evaluate Q2 allocation** based on spring sales performance and adjust production hours accordingly.
- 4. Prepare for summer shift** by planning increased platform feeder production for Q3 when larger birds are more active.

Conclusion

The production team's strategic focus on tube feeders reflects a data-driven approach to meeting market demand while optimizing manufacturing efficiency. With 700 hours dedicated to tube feeder production—representing 47% of total production capacity—WildWings is well-positioned to capture spring season opportunities and strengthen our market leadership position.

This allocation strategy balances immediate market needs with long-term operational goals, ensuring we maintain healthy inventory levels across all product lines while capitalizing on high-demand opportunities.

Report prepared by: Production Planning Department

Next review date: April 1, 2026