

Growing Manufacturing Business Overcomes Growing Pains

Managing growth is considered one of the more enjoyable challenges for owners and managers the world over. Although, for up to 70% of businesses there is a high risk of failure within the first two years of operating. While winning new customers is an important part of growth, gaining loyalty is a key ingredient often overlooked.

Most manufacturers going through a high growth phase face challenges in delivery and after sales service says Doherty Couplers and Attachments, managing director, Jeremy Doherty. While his business has achieved significant growth since it was established in 2001, Doherty is the first to admit this was not without its growing pains.

“We’ve got some great customers who have supported us over the years, despite our obvious difficulties in the early days,” says Doherty.

Scott, managing director of Zaxcav8 Civil Contracting in Queensland, Australia, agrees Doherty has been through a steep learning curve to get to where they are today. “There were times at the start when I wanted to give up on using Doherty’s,” explains Scott. “But every time I

called, Jeremy would answer his phone and deal with the problem for us no matter what. Their customer support has been brilliant, and in the earthmoving game that gives you security so you stick with that company.”

Doherty knew back in 2001, when he started the business as a “one-man-band” on the back of a small loan, his was possibly not the easiest way to ensure success but he was determined to make it work nevertheless.



Today, Doherty Couplers and Attachments is a multimillion dollar business with a manufacturing plant in Mt Maunganui, a wholly owned subsidiary in Australia and big plans for expansion worldwide. The team at Zacav8 agree Doherty has come a long way since they started. Now all Zacav8’s operators, “who are fussy lads, prefer the Doherty brand to anything else.”

“The feedback I’m getting from the lads is that Doherty are stronger on tilt and breakout,” says Scott. “The shapes of the buckets Doherty builds are perfect and the countersunk pick-ups on them allow for more breakout which is vital on Aussie ground.”

It’s clear maintaining a close partnership with their best customers has been a key part to Doherty’s success story. As the business approaches a new growth phase in its journey to global success, maintaining those relationships is clearly a top priority too.

Photo caption 1:

Production manager, Damian Conn, gives the Snaplock+ final quality approval before dispatch.

Photo caption 2:

Zaxcav8 Civil Contracting in action.