

sold to the manufacturer-end-user by a factory or other sales representative.

- Our research showed that manufacturer-end-users' preferred payment method varies considerably. Some manufacturers prefer to purchase new equipment outright while others prefer to buy on a lease back arrangement.
- All manufacturers are aware that it is necessary to make a suitable down payment when ordering most machines. The accepted commercial practice appears to be--one-third down, one-third on delivery and the final third when the machine is running satisfactorily, or at some pre-determined time after this, i.e. 30, 60 or 90 days.
- It is important to note that not all manufacturer-end-users were able or prepared to give a full list of the equipment they currently operate.
- Most manufacturers view purchasing new machinery in terms of expansion rather than replacement.
- Decision makers--In most large companies, it is necessary to convince the line engineer or engineers that a particular machine is the correct one for the job. Company engineers can usually be approached via senior purchasing personnel. Some companies employ packaging engineers who specialize in packaging systems, layout etc. Once line personnel and their supervisors are convinced of the need to purchase, the final decision will generally be made by the company's senior operations executive.