

NORMAN SPARE-PARTS ORGANIZATION

Sachs and Villiers fittings from Ashford

ONE of the most remarkable trade successes of recent times has been the sound reputation built up by Norman Cycles Ltd. for its prompt and comprehensive service of Villiers and Sachs engine spares to British motor-cycle and cycle retailers. In the last issue of the *Trader*, the latest development of this service, the new Sachs spare-parts boxes for retailers, was described and illustrated. Now, it is the turn of the spares department itself to be introduced to a wider sphere.

Already, the Norman reputation for reliable spares despatch is known to many hundreds of dealers. Indeed, it is not uncommon for the spares department to receive as many as 100 orders a day for Villiers and Sachs parts, some of which are obviously intended for models of motor cycles and mopeds that are not of Norman manufacture. This intensive engine spares business has grown to its present impressive dimensions because of the good name for speedy deliveries that has been acquired by Norman. Additionally, of course, the spares department supplies other fittings of all kinds for Norman motor cycles and mopeds, as well as all Villiers and Fichtel and Sachs service tools; but the furnishing to the trade of Villiers and Sachs engine spares is so obviously a Norman speciality that this article is largely concerned with this side of Norman's comprehensive spares arrangements.

The Norman spares department is situated in a separate building adjoining the Ashford works. Stock valued at over £50,000 is carried, and there is a staff of 12 persons, in charge of spares manager Tom Booth, whose assistant is R. Low. The department in its present form was started in 1939, and since the end of the war it has expanded annually. Normally, spares dating back for 20 years are available.

Careful examination

When orders are received from dealers, they are first of all examined carefully, before being passed on to the typing department. In the last-named, an invoice set is made out consisting of four copies and an addressed label.

One of the copies is the contents note,

NORMAN SPARES DEPARTMENT, showing (1) a selection of engine spares; (2) Tom Booth, spares manager, in the small-spares section; (3) V. Towse, in charge of service repairs, engaged on crankshaft-building; (4) a spares department press; (5) spares-receipt counter; (6) office stock-control; and (7) the packing department.

which is checked against the trader's order, and then the note goes into the packing department, where the goods ordered are selected and packed into a consignment.

The original order from the trader and the contents note are consulted together, before being made up into an advice note which includes the priced invoice, that is posted independently to the dealer. The remaining two copies of the order go into the stores department and the accounts department respectively.

Generally, consignments are made up and sent to dealers on the same day as receipt, giving a 48-hour service.

Orderly arrangement

Orderly alleyways in the Norman spares department are flanked by drawers and bins, with the first-named holding small fittings and the last-named larger goods.

By systematic entering of the goods on spares-outwards invoices, the stock-control section can order parts from the makers before supplies are exhausted, thereby maintaining speedy deliveries to the trade. At any moment, the amount of stock of all parts is known to the spares department.

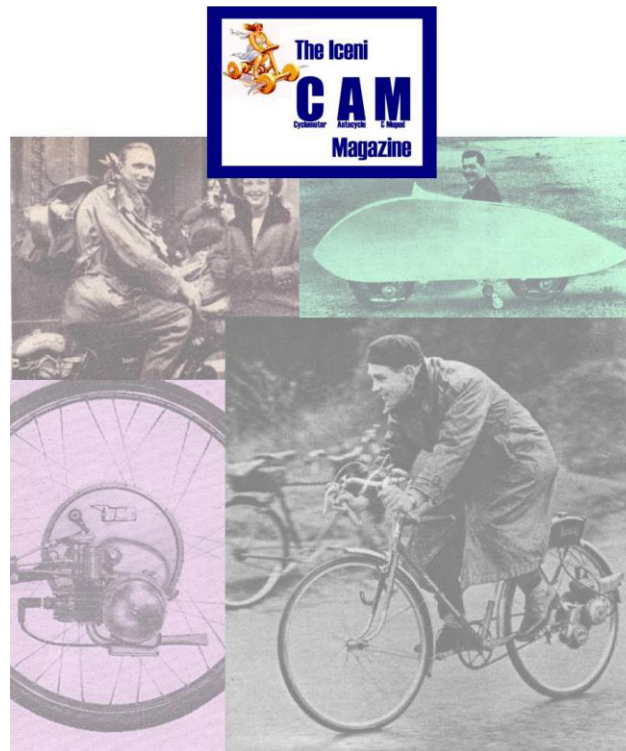
When asked by the *Trader* how dealers could help Norman in the prompt and accurate supply of Sachs and Villiers spares, Tom Booth said that it was essential when ordering fittings to quote frame and engine numbers.

Next to the Norman spares department is situated the service department, in charge of V. Towse. Although all Norman trade repairs are undertaken, the department makes a speciality of crankshaft re-building, and the exchanging of complete Sachs and Villiers engine units as fitted to Norman moped motor cycles.

Spare-parts lists and repair manuals, at appropriate prices are available from Norman to cover the company's mopeds and motor cycles, and also the Sachs and Villiers engines used in them.



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