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Outsourcing Your Packaging Is A Strategic Option

By Thomas Bacon

In a recent article in "Investors Business Daily", it was revealed that outsourcing has become more than just an easy way to cut costs. It has become a strategic tool that gives businesses flexibility and access to skilled personnel.

Since the advent of the Internet, and the rush to get online, companies have turned to outside professionals for services and solutions. Hiring a full-time IT technician is costly and not an efficient use of resources. Outsourcing allows companies to focus on their core businesses while gaining access to skilled labor when they need it.

* Outsourcing is a way to boost revenue * Outsourcing is a way to cut costs * Outsourcing eases labor shortages * Outsourcing cuts payroll costs * Outsourcing allows companies to focus on core competencies * Outsourcing reduces or eliminates some capital expenditures

Outsourcing also allows businesses to change their corporate culture. If companies have renegade groups that are costly, ineffective, or difficult to manage, that group can be outsourced. This enables employers to change their workplace environment on-the-fly.

Still, most companies outsource projects in order to reduce costs and to gain outside expertise. A survey by "The Conference Board" indicated the following "Top-10" outsourcing objectives (numbers are approximate):

* Reduce Costs (40%) * Access to Expertise (38%) * Improve Internal Service (37%) * Focus on Core Business (34%) * Maximize Resources (27%) * Internal Flexibility (25%) * Improve External Service (24%) * Changing Customer Needs (20%) * World Class Standards (15%) * Continuous Improvement (15%)

When deciding to outsource your packaging, the real litmus test is whether outsourcing adds value. Does it really reduce costs? Is the investment in in-house training and machinery too great? Does outsourcing a service give you access to people with greater skill sets or companies with more resources available to them?

Outsourcing Your Packaging Is A Strategic Option

Bottom line: outsourcing your packaging service needs is about more than just saving money. It is a strategic option for savvy businesses and entrepreneurs.

Thomas Bacon has been involved in the contract packaging industry for more than 35 years. He is an author, speaker and owner of Aaron Thomas Company, Inc., a packaging service company with locations in Los Angeles, Memphis and Chicago. His articles on contract packaging are available on

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Your Very First Steps To Outsourcing

By Indratno Widiarto

Eventhough the concept of outsourcing has been around for years, its implementation often incorrect and misled.

Outsourcing is NOT about having jobs done by other parties.

Outsourcing is about having the best talent and resource to do some tasks, so you can concentrate on more strategic ones.

The distinction is obvious. Your strategic tasks is the most important things you need them to be done to grow your business. You do not want to be distracted by other repetitive tasks you can outsource to third parties. However, if you select those parties carelessly, you may jeopardize your business entirely. On the other hand, if you put your outsourced tasks on the hand of the best expert you can find, you may even increase your productivity.

If you have no experience in outsourcing, you can follow these steps:

1. Determine which task is strategic and which one is not.
2. Outsource non strategic tasks.
3. Do your research to find third parties with the best talents and resources.
4. Don't be cheapy. You always get what you pay for.
5. Do some testing and observe the outsource results. If you find those third parties are not what they have told you, fire them.
6. Consider to use media to attract talents.
7. You may need to write 'help needed' ads to attract talents.
8. Outsource that copywriting task, too.
9. Do your strategic tasks to find the way to win your business

10. Once you find the way, find best talent and resources to do it.

With that process, sooner or later you will find the difference between outsourcing and out tasking. The later is when you get your tasks done by other parties regardless of their capability and talent. They just do what they have to do. Sure, you get your tasks done. But the results do not give any contribution to your productivity.

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One thing you should understand about strategic thinking. Thinking strategically is about finding any possible ways to win. So, your strategic tasks are activities in finding ways to win. Once you find the way, find the best talent and resources to do it and make it happen. That's outsourcing.

Indratno Widiarto is the editor and CEO of The Infopreneur World. You can find articles and resources on infopreneuring including free ebooks and subscription at

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