

THE NEXT GENERATION

Meeting young entrepreneurs...

Name of Company :	Precision Cabinets & Woodwork
Date Established:	June 2005
Owner:	Ghislain Arsenault
Age of Owner:	33 years old
Location of Business:	Acadieville
Products or Services:	Custom-made commercial and residential cabinets
Number of Employees:	2

How did the idea of starting your own business come to you?

I started working in the field of cabinet-making as soon as I came out of high school. Over the past twelve years, I have worked for companies specializing in making residential and commercial cabinets. So, I have developed an expertise in this area. My family encouraged me to start a business, despite all my fears. Also, a businessman from Moncton had promised he would send me contracts if I were to open my “shop”. And so I took the leap in June 2005.

What types of products or services do you provide?

I mainly specialize in high-quality commercial cabinet-making. I also do cabinetwork for residential clients. I can build mantel pieces as well as entertainment units. I do custom work using all kinds of materials such as maple, birch, oak, cherry wood, melamine, etc... We offer services in design, fabrication, finishing and installation all over the Atlantic Provinces. It is important for business that the customer be satisfied. That is why we guarantee our work and we offer a good after-sale service.

Can you give me examples of contracts you have had?

My first commercial contract was for Empire Theatres. They were opening a new venue in Yarmouth. Then they offered me a contract for the one in Charlottetown. Then I got a contract from Mount Allison University in Sackville to redo the cabinets in their laboratory. Lately, I built cabinets for Blue Cross Medavie in Moncton.

Where are you from, originally?

I am originally from Rogersville. My father owned the hardware store there and I worked there throughout my adolescence. So I was raised in the business world and I think I have been able to develop my customer service skills.

What are the biggest challenges for a young entrepreneur?

The part I find most difficult to manage is the fluctuation in demand. There are sometimes many orders and I have a hard time doing everything. Then, at other times, there are no orders at all.

How do you stand out from your competition?

I stand out because of the superior quality and finish of my products. I offer high-quality services specialized in commercial cabinet-making. Since I am not yet a large business, I can work rather quickly, in a short period of time and with very competitive prices. I guarantee my work and also provide after-sale services.

What would you say is the key to the success of your business?

The key to the success of my business is customer service. I believe that the customer is always right. It is very important for me that my customers be satisfied. In general, satisfied customers will pass the word along to their network of contacts. I think that word-of-mouth advertising is the best advertising that a company can get. In my case, I was given many contracts because of word-of-mouth and because of the network of contacts I established in Moncton.

What are you most proud of?

I am proud of my business! I have surpassed myself... I didn't think I would have this much success. There is a lot of work for someone who wants to work. The amount of things I have been able to do since I started my company is incredible!

Business Hours:

Monday to Friday – 9 a.m. to 5 p.m.

Saturday – 8 a.m. to noon

For information : **775-0116 or 524-8418**