

Vartanian Custom Cabinets

The Power of the Portfolio

By The Vann Group

Vartanian Custom Cabinets is a kitchen design and custom cabinet manufacturing company based in Palmer, Massachusetts. Demand is fueled by new construction and residential remodeling activity, two sectors that have been hit hard by this recession. While Aram Vartanian sees the effects of the economy all around him, he's pleased (and thankful) to report that business is booming.

The company has been consistently successful, growing profitably, since its humble beginnings in the basement of the Vartanian family home twenty-five years ago. Most people who know Vartanian Custom Cabinets would say that through the years the company's success has been driven by outstanding quality and service, and that's probably true. Quality, professionalism and service are core values of the company and have been at the center of the operating strategy since day one.

There is no question that Vartanian Custom Cabinet's reputation for quality and service is a large part of its continued success in our current economic mess. However, a deliberate strategic decision to significantly expand and diversify the product portfolio in order to have a kitchen for every project and price point is the key critical success factor.

Management has always listened carefully to its customers, which include homeowners, builders and architects. Therefore, with a keen understanding of customer needs and values, as well as what is being offered by competitors, the company saw and pursued a big opportunity to broaden its market. Now, the company offers the complete spectrum: from a product that is priced to compete with stock cabinets but is of far better quality to the completely unique kitchen with one-piece, seamless cabinet construction and unlimited choices of wood species, dimension, color, finish, etc., while including everything in between, thereby giving the market more reasons to come to them.

The company is thriving in a downturn, and it's not luck. It is sound strategy crafted from an astute understanding of customer needs and values, an objective view of the market, environment and competition, and a foundation built on the company's core values of quality, professionalism and service.

